

PATENT

11-22-2006



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FINANCE SECTION

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- ☒ New
- ☐ Resubmission (Non-Recordation)  
Document ID #
- ☐ Correction of PTO Error  
Reel #  Frame #
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Reel #  Frame #

**Conveyance Type**

- ☒ Assignment ☐ Security Agreement
- ☐ License ☐ Change of Name
- ☐ Merger ☐ Other

Attorney Docket No. YHOO.P0016

**Conveying Party (ies)**

☐ Mark if additional names of conveying parties attached

**Execution Date**

MMDDYYYY

09/29/2006

Name (1<sup>st</sup> party) Madhavan, Anand

Name (2<sup>nd</sup> party) \*

Name (3<sup>rd</sup> party)

Name (4<sup>th</sup> party)

**Receiving Party**

☐ Mark if additional names of receiving parties attached

Name Yahoo! Inc.

Name A Delaware Corporation

Address 701 First Avenue

Address

Address Sunnyvale, CA 94089

City State/Country Zip Code

☐ If document to be recorded is an assignment and the receiving party is not domiciled in the U.S., an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment)

**Domestic Representative**

(Complete only if receiving party is not domiciled in the United States)

Name

Address

Address

Address

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40.00 DP

Mail documents to be recorded with required cover sheet(s) information to:  
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Alexandria, VA 22313-1450

PATENT

REEL: 018581 FRAME: 0387

11-20-06

**Correspondent Name and Address**

Name: Florin Corie  
Address: Stattler Johansen & Adeli LLP  
P.O. Box 51860  
Palo Alto, California 94303-0728  
Telephone Number: (650) 752-0990, ext.  
Fax Number: (650) 752-0995

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

3

**Application Number(s) or Patent Number(s)**

☐ Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property.)

**Patent Application Number(s)**

**Patent Number(s)**

11/542,874

If this document is being filed together with a new Patent Application, enter the date the patent Application was signed by the first named executing inventor. **MMDDYYYY**

\*

**Patent Cooperation Treaty (PCT)**

Enter PCT application number(s) only if a U.S. Application Number has not been assigned.

**Number of Properties**

Enter the total number of properties involved

1

**Fee Amount**

Fee Amount for Properties Listed (37CFR3.41) \$

40.00

Method of Payment: Credit Card (See CC form) ☒ Enclosed ☐ Deposit Account ☐

**Deposit Account**

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

50 1128

Authorization to charge additional fees: Yes ☒ No ☐

**Statement and Signature**

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.*

Florin Corie

Name of Person Signing

Signature

November 17, 2006

Date

In the application of:

Anand Madhavan

Serial No.:

Filing Date:

For: TARGETING OF ADVERTISEMENTS  
BASED ON MUTUAL INFORMATION  
SHARING BETWEEN DEVICES OVER  
A NETWORK

**SOLE INVENTOR TO CORPORATION ASSIGNMENT**

WHEREAS, the undersigned Inventor has invented certain new and useful improvements in:

TARGETING OF ADVERTISEMENTS BASED ON MUTUAL INFORMATION SHARING  
BETWEEN DEVICES OVER A NETWORK

and have executed a declaration or oath for an application for a United States patent disclosing and identifying the invention:

- ☒ On the date specified in the accompanying Declaration for Patent Application.  
☐ Said application having Serial Number \_\_\_\_\_ and filed on \_\_\_\_\_.

WHEREAS Yahoo! Inc. (hereinafter termed "Assignee"), a corporation of the State of Delaware, having a place of business at 701 First Avenue, Sunnyvale, CA 94089, wishes to acquire the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventor (all collectively hereinafter termed "said invention"), and in and to any and all patents, certificates of invention and other forms of protection thereon (hereinafter termed "patents") applied for or granted in the United States and/or other countries.

NOW THEREFORE, for good and valuable consideration acknowledged by said Inventor to have been received in full from said Assignee:

1. Said Inventor does hereby sell, assign, transfer and convey to said Assignee, the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply in any or all countries of the world for patents, certificates of inventions or other governmental grants on said invention, including the right to apply for patents pursuant to the International Convention for the Protection of Industrial Property or pursuant to any other convention, treaty, agreement or understanding; (c) in and to any and all applications filed and any and all patents, certificates of inventions or other governmental grants granted on said invention in the United States or any other country, including each and every application filed

and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; (d) in and to each and every reissue or extension of any of said patents; and (e) in and to each and every patent claim resulting from a reexamination certificate for any and all of said patents.

2. Said Inventor hereby covenants and agrees to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and other countries. Such cooperation by said Inventor shall include prompt production of pertinent facts and documents, giving of testimony, executing of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for complying with any duty of disclosure; (c) for prosecuting any of said applications; (d) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (e) for filing and prosecuting applications for reissue of any of said patents; (f) for interference or other priority proceedings involving said invention; and (g) for legal proceedings involving said invention and any applications therefore and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, reexamination proceedings, compulsory licensing proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventor, his/her heirs, legal representatives, and assigns.

4. Said Inventor hereby warrants and represents that he/she has not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Inventor has executed this instrument on the date of acknowledgement as given below and delivered this instrument to said Assignee.

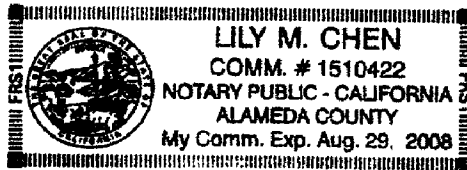
(1) Anand Madhavan  
Anand Madhavan

Date: 09/29/06

State of California ) SS:  
County of Santa Clara )

On this 29<sup>th</sup> day of September, 2006, before me Lily M. Chen, Notary Public  
personally appeared said inventor and  
acknowledged the foregoing instrument to be his free act and deed.

Seal



Lily M. Chen  
(Notary Public)

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