

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Koushik Deepak NARAYANA</td><td>12/08/2006</td></tr><tr><td>John Nathan BOYD</td><td>12/14/2006</td></tr><tr><td>Paul Sokha KIM</td><td>12/18/2006</td></tr><tr><td>Vishwanath Tumkur RAMARAO</td><td>12/12/2006</td></tr></tbody></table>	Name	Execution Date	Koushik Deepak NARAYANA	12/08/2006	John Nathan BOYD	12/14/2006	Paul Sokha KIM	12/18/2006	Vishwanath Tumkur RAMARAO	12/12/2006	
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John Nathan BOYD	12/14/2006										
Paul Sokha KIM	12/18/2006										
Vishwanath Tumkur RAMARAO	12/12/2006										
RECEIVING PARTY DATA											
Name:	Yahoo! Inc.										
Street Address:	701 First Avenue										
City:	Sunnyvale										
State/Country:	CALIFORNIA										
Postal Code:	94089										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11612994</td></tr></tbody></table>	Property Type	Number	Application Number:	11612994							
Property Type	Number										
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CORRESPONDENCE DATA											
Fax Number:	(650)961-8301										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	YAH1P009										
NAME OF SUBMITTER:	Alan S. Hodes										
Total Attachments: 6 source=Assignment#page1.tif											

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PATENT
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ASSIGNMENT OF PATENT APPLICATION BY INVENTOR

Whereas I, an undersigned inventor (hereinafter "INVENTOR"), have invented certain new and useful improvements as set forth in the patent application entitled:

**USER BEHAVIOR REPORTING BASED ON PRE-AGGREGATED
ACTIVITY DATA**

☐ for which I have executed a U.S. patent application on even date herewith.

☒ which bears U.S. application serial No. 11/612,994, filed Dec. 19. 2006.

☐ for which I have executed a patent application in the country of _____ on even date herewith.

☐ which I have executed a U.S. provisional application on even date herewith.

☐ which is a U.S. provisional application which bears U.S. application serial No. _____, filed _____.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:


(a) Sell, assign and transfer to Yahoo! Inc., a Delaware corporation having a place of business at 701 First Avenue, Sunnyvale, California 94089 (hereinafter "ASSIGNEE"), (1) the entire right, title and interest, and any and all revenues and rights to revenue, for any purpose, associated with commercialization, everywhere in the world, to (A) any and all inventions described in said Application, (B) said Application, (C) any patent that may be granted thereof, (D) any patent applications or patents which may claim priority of (or serve as the basis for a priority claim by) said Application (including but not limited to continuations, divisions, continuations-in-part, substitutes, reissues, reexaminations or extensions thereof, together with all priority rights and counterpart applications under any existing or future international patent conventions, agreements or treaties), and; (2) the right to sue third parties for patent infringement (including but not limited to damages) accruing based on activities occurring prior to the execution date hereof.

(b) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.

Assignment of **USER BEHAVIOR REPORTING BASED ON PRE-AGGREGATED ACTIVITY DATA**
by Koushik Deepak Narayana, John Nathan Boyd, Paul Sokha Kim, and Vishwanath Tumkur Ramarao
to Yahoo! Inc.
YAH1P009/ Y01379US01

- (c) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, and to communicate to the ASSIGNEE any facts known to us respecting the improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- (d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.
- (e) Covenant not to challenge the validity or enforceability of any of the patent applications or patents assigned to ASSIGNEE hereunder.
- (f) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the INVENTOR, as well as the INVENTOR's heirs, legal representatives and assigns.
- (g) Authorize and request my attorney/agent to insert above the application number in order to assist with recordal of this assignment or any other information necessary to perfect this assignment.

IN TESTIMONY WHEREOF, I, Koushik Deepak NARAYANA have executed this document on the date indicated below.


Signature of Inventor

Dec 08, 2006
Date

San Francisco, CA
Inventor's City, State of residence

Witnessed by:

(1) M223
Signature of Witness

Dec. 8, 2006
Date

Gary Thusing
Print Witness Name

Watsonville, CA
Witness' City, State of residence

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YAHIP009/ Y01379US01

(2) *Asul*
Signature of Witness

12/08/2006
Date

Amar Sumal
Print Witness Name

San Francisco, CA
Witness' City, State of residence

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YAHIP009/ Y01379US01

IN TESTIMONY WHEREOF, I, John Nathan BOYD have executed this document on the date indicated below.

John Nathan Boyd
Signature of Inventor

12/14/06
Date

Sunnyvale, CA
Inventor's City, State of residence

Witnessed by:

(1)
Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2)
Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

State of California County of
Santa Clara
Subscribed and sworn to (or affirmed)
Before me on this 14 day of December 2006, by
John Nathan Boyd
personally known to me or proved to me on
the basis of satisfactory evidence to be the
person(s) who appeared before me.

Signature *Cindy VanWassenhove*
(Seal)



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IN TESTIMONY WHEREOF, I, Paul Sokha KIM have executed this document on the date indicated below.



Signature of Inventor

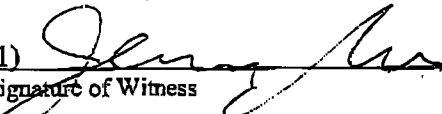
12/18/06

Date

Morgan Hill, CA

Inventor's City, State of residence

Witnessed by:

(1) 


Signature of Witness
Jeremy Tan

Print Witness Name

12/18/06

Date
Milpitas, California

Witness' City, State of residence

(2) 

Signature of Witness
HONGBIAO CHEN

Print Witness Name

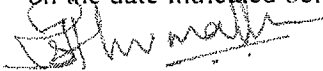
12/18/06

Date
Sunnyvale, CA

Witness' City, State of residence

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YAHIP009/ Y01379US01

IN TESTIMONY WHEREOF, I, Vishwanath Tumkur RAMARAO have executed this document
on the date indicated below.



Signature of Inventor

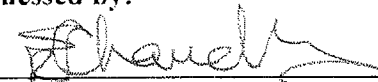
12/12/2006

Date

Garden Grove, CA

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

12/12/2006

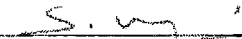
Date

SUPRATIM ROY CHAUDHURY

Print Witness Name

SANTA CLARITA, CA

Witness' City, State of residence

(2) 

Signature of Witness

12/12/2006

Date

VIJAYAN SESHAN

Print Witness Name

STEVENSON RANCH, CA

Witness' City, State of residence