

01-05-2007

RE



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Atty Ref/Docket No.: 2043.336US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Alec Reitter and Alan Lewis

Additional name(s) of conveying party(ies) attached?

[] Yes [X] No

3. Nature of conveyance:

[X] Assignment

[] Merger

[] Security Agreement [] Change of Name

[] Other

Execution Date: December 21, 2006, December 21, 2006

2. Name and address of receiving party(ies):

Name: eBay Inc.

Street Address: 2145 Hamilton Avenue

City: San Jose State: CA Zip: 95125

Additional name(s) & address(es) attached? [] Yes [X] No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:
December 21, 2006,

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? [] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jim H. Salter

Address:

Schwegman, Lundberg, Woessner & Kluth, P.A.

P.O. Box 2938

Minneapolis, MN 55402-0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

[] Enclosed

[X] Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

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9. 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.

Jim H. Salter/Reg. No. 35,668

Name of Person Signing

Signature

Date

Total number of pages including cover sheet: 8

Mail documents to be recorded with required cover sheet information to:

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PATENT

REEL: 018745 FRAME: 0146

ASSIGNMENT

WHEREAS, We, Alec Reitter, residing at 3125 Maddux Drive, Palo Alto, CA 94303, and Barb Chang, residing at 260 King Street #373, San Francisco, CA 94107, and Ken Sun, residing at 4250 El Camino Real, #D234, Palo Alto, CA 94306, and Raghav Gupta, residing at 1279 Poplar Ave., #118, Sunnyvale, CA 94086, and Alvaro Bolivar, residing at 111 Saratoga Ave., Apt 2310, Santa Clara, CA 95051, and Alan Lewis, residing at 3417 Kilo Ave., San Jose, CA 95124, made certain new and useful inventions and improvements for which we executed an application for Letters Patent of the United States on even date herewith, which is entitled SYSTEM AND METHOD FOR APPLICATION PROGRAMMING INTERFACES FOR KEYWORD EXTRACTION AND CONTEXTUAL ADVERTISEMENT GENERATION;

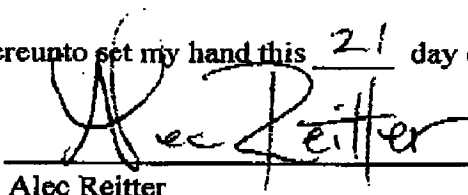
AND WHEREAS, eBay Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 2145 Hamilton Avenue, San Jose, CA 95125 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 21 day of December, 2006.


Alec Reitter

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 2006.

Barb Chang

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 2006.

Ken Sun

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 2006.

Raghav Gupta

IN TESTIMONY WHEREOF, I have hereunto set my hand this ____ day of _____, 2006.

Alvaro Bolivar

IN TESTIMONY WHEREOF, I have hereunto set my hand this 21st day of December, 2006.



Alan Lewis