

01-31-2007

Client/Matter No. 12729-205 (Y01765US02)

RECORDA



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To the Director of the U.S. Patent and Trademark Office. Please record this document, or the new address(es) below:

## 1. Name of conveying Party(ies)/Execution Date:

SHUBHASHEESH ANAND  
MAJID MOHAZZAB  
LAWRENCE E. MORRISROE  
M.S. KIUMARSE ZAMANIAN

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

☐ Yes ☒ No

## 2. Name and Address of receiving Party(ies):

Name: YAHOO! INC  
Internal Address:  
Street Address: 701 First Avenue  
City: Sunnyvale  
State: California  
Country: USA Zip: 94089

Additional name(s) and addresses attached? ☐ Yes ☒ No

## 3. Nature of Conveyance:

Execution Date(s): January 17, 2007

January 17, 2007

January 19, 2007

January 19, 2007

☒ Assignment☐ Change of Name☐ Executive Order 9424, Confirmatory License☐ Security Agreement☐ Merger☐ Joint Research Agreement☐ Government Interest Assignment ☐ Other

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

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

11/638,314

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, IL 60610  
(312) 321-4200  
(312) 321-4299 Fax

6. Total number of applications and patents involved: 17. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00☐ Authorized to be charged by credit card.☐ Authorized to be charged to Deposit Account No. 23-1925.☒ Enclosed☐ None required (government interest not affecting title)

## 8. Payment Information:

a. ☐ Credit Card: Last 4 Numbers  
Expiration Dateb. ☒ Charge fee and/or any Deficiencies to Deposit  
Account Number: 23-1925  
Authorized User Name: Brinks Hofer Gilson & Lione

## 9. Signature:

*Vincent J. Gnoffo*  
Signature

Vincent J. Gnoffo (Reg. No. 44,714)

Name of Person Signing

January 25, 2007

Date

Total number of pages including cover  
sheet, attachments, and documents: 6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

PATENT

REEL: 018844 FRAME: 0112

Assignment of SYSTEM FOR GENERATING A SMART ADVERTISEMENT BASED ON A DYNAMIC FILE  
AND A CONFIGURATION FILE by S. Anand, M. Mohazzab, L. Morrisroe and K. Zamanian to Yahoo! Inc.

Attorney Docket No. 12729-205  
Client Reference No. Y01765US02

### 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:

SYSTEM FOR GENERATING A SMART ADVERTISEMENT BASED ON A DYNAMIC FILE AND A  
CONFIGURATION FILE

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

☒ which bears U.S. application serial No. 11/638,314, filed December 12, 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.

(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

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applications thereof, foreign applications based thereon, and/or the enforcement of patents  
resulting from such applications.

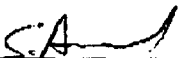
(d) Warrant and covenant that no other assignment, license, contract, understanding, interest  
or other grant to any third party with respect to any of the foregoing has been made, or shall in  
the future be made, by or on behalf of INVENTOR.

(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 Shubhasheesh Anand have executed this document  
on the date indicated below.

  
Signature of Inventor

1/17/2007  
Date

Mountain View, California  
Inventor's City, State of residence

**Witnessed by:**

(1)   
Signature of Witness

Jan 17, 2007  
Date

Julie Chen  
Print Witness Name

Santa Cruz, CA  
Witness' City, State of residence

(2)   
Signature of Witness

JAN 17, 2007  
Date

ILYA SLAIN  
Print Witness Name

SANTA CLARA, CA  
Witness' City, State of residence

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IN TESTIMONY WHEREOF, I Majid Mohazzab have executed this document on the date  
indicated below.

Majid Mohazzab  
Signature of Inventor

Date

01/17/2007Saratoga, California

Inventor's City, State of residence

**Witnessed by:**

(1) K.N. Lodhaya

Signature of Witness

01/17/2007

Date

KASHYAP N. LODHAYA

Print Witness Name

SANTA CLARA, CA.

Witness' City, State of residence

(2) Lining Sun

Signature of Witness

1-17-2007

Date

Lining Sun

Print Witness Name

San Jose, CA


Witness' City, State of residence

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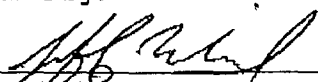
IN TESTIMONY WHEREOF, I Lawrence E. Morrisroe have executed this document on the  
date indicated below.

  
Signature of Inventor

Jun 19, 2007  
Date

San Jose, California  
Inventor's City, State of residence

**Witnessed by:**

(1)   
Signature of Witness

1/19/2007  
Date

Jeff Birkelund  
Print Witness Name

Menlo Park, CA  
Witness' City, State of residence

(2)   
Signature of Witness

1/19/2007  
Date

Mark Simon  
Print Witness Name

San Jose, CA  
Witness' City, State of residence

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Client Reference No. Y01765US02

IN TESTIMONY WHEREOF, I M.S. Kiumarse Zamanian have executed this document on  
the date indicated below.

M.S. Kiumarse Zamanian  
Signature of Inventor

Jan 19, 2007  
Date

Hillsborough, California  
Inventor's City, State of residence

Witnessed by:

(1) [Signature]  
Signature of Witness

1/19/2007  
Date

Jeff Brubaker  
Print Witness Name

Marlboro, CA  
Witness' City, State of residence

(2) [Signature]  
Signature of Witness

1/19/2007  
Date

Mark Simon  
Print Witness Name

San Jose, CA  
Witness' City, State of residence