

02-07-2007

PATENT



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- Change of Name
- Other

Attorney Docket No. YHOO.P0033

Conveying Party (ies)

Mark if additional names of conveying parties attached

Execution Date
MMDDYYYY

Name (1st party) Guan, Wei

Name (2nd party) Chung, Christina Yip

Name (3rd party) Lin, Long-Ji

Name (4th party) _____

01/23/2007

01/30/2007

01/26/2007

Receiving Party

Mark if additional names of receiving parties attached

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)

Name Yahoo! Inc.

Name A Delaware Corporation

Address 701 First Avenue

Address _____

Address Sunnyvale, CA 94089

City State/Country Zip Code

Domestic Representative

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

Name _____

Address _____

Address _____

Address _____

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02/06/2007 DBYRNE 00000101 11601449
01 FC:8021 (40.00 DP)

PATENT
REEL: 018872 FRAME: 0452

Correspondent Name and Address

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Fax Number: (650) 752-0995

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3

Application Number(s) or Patent Number(s)

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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)

11/601,449					

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.

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Enter the total number of properties involved

1

Fee Amount

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

40.00

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Deposit Account

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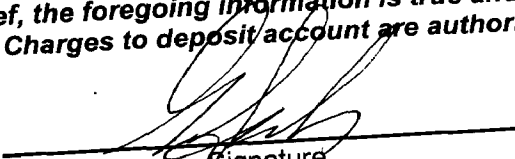
Authorization to charge additional fees: Yes No

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.

Gregory Suh

Name of Person Signing


Signature

February 1, 2007

Date

Assignment of Collaborative-Filtering Contextual Model Based on Explicit and Implicit Ratings for Recommending Items by Wei Guan, Christina Yip Chung, and Long-Ji Lin to Yahoo! Inc.

YHOO.P0033/ Y01799US00

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:

COLLABORATIVE-FILTERING CONTEXTUAL MODEL BASED ON EXPLICIT AND IMPLICIT RATINGS FOR RECOMMENDING ITEMS

- for which I have executed a U.S. patent application on even date herewith.
- which bears U.S. application serial No. 11/601,449, filed 11/17/2006.
- 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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Y1100.P0033/ Y01799US00

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.

(c) 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 Wei Guan have executed this document on the date indicated below.

[Signature]
Signature of Inventor

01/23/2007
Date

Atlanta, GA
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

Jan 25 2007
Date

Shankar B. Narathe
Print Witness Name

Alpharetta, GA 30022
Witness' City, State of residence

(2) [Signature]
Signature of Witness

01/23/2007
Date


Ling Liu
Print Witness Name

Atlanta, GA
Witness' City, State of residence

Assignment of Collaborative-Filtering Contextual Model Based on Explicit and Implicit Ratings for Recommending Items by Wei Guan, Christina Yip Chung, and Long-Ji Lin to Yahoo! Inc.

YHOO.P0033/ Y01799US00

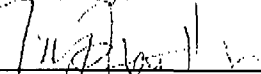
IN TESTIMONY WHEREOF, I Christina Yip Chung have executed this document on the date indicated below.


Signature of Inventor

01/30/07
Date

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


Witnessed by:

(1) 
Signature of Witness

01/30/07
Date

Jingzhou Hua
Print Witness Name

Sunnyvale, CA
Witness' City, State of residence

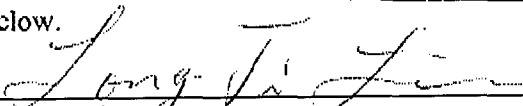
(2) 
Signature of Witness

01/30/2007
Date

Hariprasad Boumraganti
Print Witness Name

Sunnyvale, CA
Witness' City, State of residence

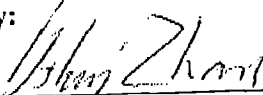
IN TESTIMONY WHEREOF, I Long-Ji Lin have executed this document on the date indicated below.


Signature of Inventor

01/26/2007
Date

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

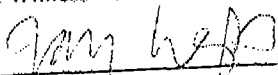
Witnessed by:

(1) 
Signature of Witness

01/26/2007
Date Burlingame, CA 94010
#309, 1222 Oak Grove Ave
Witness' City, State of residence

Yihui Zhan
Print Witness Name

1/26/2007
Date

(2) 
Signature of Witness

EDWARD JAY KREPS
Print Witness Name

301 PRECITA AVE., SAN FRANCISCO, CA
Witness' City, State