

04-06-2007

PATENT



103391935

4-5-07

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

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

Attorney Docket No. YHOO.P0021

Conveying Party (ies)

Mark if additional names of conveying parties attached

Execution Date
MMDDYYYY

Name (1st party) Broder, Andrei Zary

Name (2nd party) Fontoura, Marcus Felipe

Name (3rd party) Josifovski, Vanja

Name (4th party) _____

02/05/2007

02/15/2007

02/05/2007

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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PATENT
REEL: 019145 FRAME: 0317

Correspondent Name and Address

Name: John Stattler
Address: Stattler Johansen & Adeli LLP
60 South Market Street, Suite 480
Telephone Number: (408) 881-0140, ext. 100
Fax Number: (408) 881-0145

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

6

Application Number(s) or Patent Number(s)

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

Mark if additional numbers attached

Patent Application Number(s)

Patent Number(s)

11/708,396		

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

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40.00

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

Deposit Account

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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.

John Stattler
Name of Person Signing


Signature

April 2, 2007
Date

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:

METHODS OF DYNAMICALLY CREATING PERSONALIZED INTERNET ADVERTISEMENTS BASED ON ADVERTISER INPUT

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

which bears U.S. application serial No. _____, filed _____.

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

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 Andrei Zary Broder have executed this document on the date indicated below.


Signature of Inventor

2/5/07
Date

Menlo Park, CA
Inventor's City, State of residence


Witnessed by:

(1) 
Signature of Witness

2.5.07
Date

Patty Namba
Print Witness Name

Saratoga, CA
Witness' City, State of residence

(2) 
Signature of Witness

02/05/07
Date

ARPITA GHOSH
Print Witness Name

SANTA CLARA, CA
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Marcus Felipe Fontoura have executed this document on the date indicated below.

Signature of Inventor

Date

Los Gatos, 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

IN TESTIMONY WHEREOF, I Vanja Josifovski have executed this document on the date indicated below.

[Signature]
Signature of Inventor

2/5/7
Date

Los Gatos, CA
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

02/06/2007
Date

SIREM AMER YAHIA
Print Witness Name

NEW YORK, NY
Witness' City, State of residence

(2) [Signature]
Signature of Witness

2-6-07
Date

Andrew Tomkins
Print Witness Name

San Jose, CA
Witness' City, State of residence

Assignment of METHODS OF DYNAMICALLY CREATING PERSONALIZED INTERNET ADVERTISEMENTS BASED ON ADVERTISER INPUT by Andrei Zary Bruder, Marcus Felipe Fontoura, and Vanja Josifovski to Yahoo! Inc.
YHOO.P0021/ Y01657US00

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

METHODS OF DYNAMICALLY CREATING PERSONALIZED INTERNET ADVERTISEMENTS BASED ON ADVERTISER INPUT

- for which I have executed a U.S. patent application on even date herewith.
- which bears U.S. application serial No. _____, filed _____.
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- 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 _____.

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- (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

Assignment of METHODS OF DYNAMICALLY CREATING PERSONALIZED INTERNET ADVERTISEMENTS BASED ON ADVERTISER INPUT by Andrei Zary Broder, Marcus Felipe Fontoura, and Vanja Josifovski to Yahoo! Inc. YHOO.P0021/ Y01657US00

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 Andrei Zary Broder have executed this document on the date indicated below.

Signature of Inventor

Date

Menlo Park, 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

Assignment of METHODS OF DYNAMICALLY CREATING PERSONALIZED INTERNET ADVERTISEMENTS BASED ON CONTENT by Andrei Zary Broder, Marcus Felipe Fontoura, and Vanja Josifovski to Yahoo! Inc.

YHOO.P0020/ Y01656US00

IN TESTIMONY WHEREOF, I Marcus Felipe Fontoura have executed this document on the date indicated below.

Marcus Felipe Fontoura
Signature of Inventor

2/15/2007
Date

Los Gatos, CA
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

02/15/2007
Date

SOLU FIORINI
Print Witness Name

Rio de Janeiro, RJ, Brazil
Witness' City, State of residence

(2) [Signature]
Signature of Witness

2/15/2007
Date

LEANDRO DEFLON
Print Witness Name

Rio de Janeiro, RJ, Brazil
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Vanja Josifovski have executed this document on the date indicated below.

Signature of Inventor

Date

Los Gatos, 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