

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Hugo Olliphant	04/05/2007
Ray Tanaka	06/27/2007
Alan Tien	04/03/2007
Roy Vella	04/04/2007
RECEIVING PARTY DATA	
Name:	eBay Inc.
Street Address:	2145 Hamilton Avenue
City:	San Jose
State/Country:	CALIFORNIA
Postal Code:	95125
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11697597
CORRESPONDENCE DATA	
Fax Number:	(408)392-9262
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	tkavanaugh@macpherson-kwok.com
Correspondent Name:	MacPherson Kwok Chen & Heid LLP
Address Line 1:	2033 Gateway Place, Suite 400
Address Line 4:	San Jose, CALIFORNIA 95110
ATTORNEY DOCKET NUMBER:	M-16780 US
NAME OF SUBMITTER:	Brent A. Folsom
Total Attachments: 5 source=M-16780 US - Executed Assignment#page1.tif source=M-16780 US - Executed Assignment#page2.tif	

CH \$40.00 11697597

500305014

PATENT
REEL: 019493 FRAME: 0430

source=M-16780 US - Executed Assignment#page3.tif

source=M-16780 US - Executed Assignment#page4.tif

source=M-16780 US - Executed Assignment#page5.tif

ASSIGNMENT

WHEREAS, I/We, Hugo Olliphant, residing at San Francisco, California; Ray Tanaka, residing at San Jose, California; Alan Tien, residing at Shanghai, China; and Roy Vella, residing at Twickenham, United Kingdom, made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States entitled DYNAMIC CONTENT FOR ONLINE TRANSACTIONS;

WHEREAS, I/We hereby authorize and request our attorneys, as listed on the Combined Declaration and Power of Attorney, at MacPherson Kwok Chen & Heid LLP, located at 2033 Gateway Place, Suite 400 to insert here in parentheses (Ser. No. 11/697,597; Filing Date: April 6, 2007) the filing date and application number of said application when known.

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;

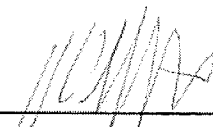
NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the 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 5TH day of

April, 2007.



Hugo Olliphant

IN TESTIMONY WHEREOF, I have hereunto set my hand this 27th day of
June, 2007.

A handwritten signature in black ink, appearing to be 'Ray Tanaka', written over a horizontal line.

Ray Tanaka

IN TESTIMONY WHEREOF, I have hereunto set my hand this 3 day of

April, 2007.



Alan Tien

IN TESTIMONY WHEREOF, I have hereunto set my hand this 4 day of
April, 2007.

Roy Vella

Roy Vella