

PATENT ASSIGNMENT

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Arvind Gupta	05/18/2007
Kenta Umezu	05/16/2007
Sean P. Walker	07/12/2007
Ian B. Brayshaw	07/09/2007

RECEIVING PARTY DATA

Name:	Yahoo! Inc.
Street Address:	701 First Avenue
City:	Sunnyvale
State/Country:	CALIFORNIA
Postal Code:	94089

PROPERTY NUMBERS Total: 7

Property Type	Number
Application Number:	11830194
Application Number:	11830230
Application Number:	11830307
Application Number:	11830344
Application Number:	11830406
Application Number:	11830431
Application Number:	11712276

CORRESPONDENCE DATA

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Correspondent Name: Michael G. Dreznes

PATENT

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CH \$280.00 11830194

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Address Line 2:	P.O. Box 10395
Address Line 4:	Chicago, ILLINOIS 60610

NAME OF SUBMITTER:
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07/31/2007
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**Total Attachments: 7**

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**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 applications (collectively, the "Applications") entitled:

**SYSTEM FOR SERVING ADS OVER MOBILE DEVICES**

and/or

**SYSTEM FOR SERVING ADVERTISEMENTS OVER MOBILE DEVICES**

- ☐ for which I have executed a U.S. patent application on even date herewith, and/or
- ☒ which bears U.S. provisional patent application serial no. 60/779,840, filed March 6, 2006, and/or
- ☒ which bears U.S. application serial no. 11/712,276, filed February 28, 2007, and/or
- ☒ which bears PCT patent application serial no. PCT/US2007/005217, filed February 28, 2007, and/or
- ☐ for which I have executed a patent application in the country of \_\_\_\_\_ on even date herewith, and/or
- ☐ for which I have executed a U.S. provisional application on even date herewith, and/or
- ☐ 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 Applications, (B) said Applications, (C) any patent that may be granted therefrom, (D) any patent application or patents which may claim priority, in whole or in part, to (or serve as the basis for a priority claim, in whole or in part, by) any of said Applications (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. The foregoing assignment specifically includes any rights which I may have in the items set forth on Appendix A, to the extent I should be deemed an inventor of any such items.

- (b) Authorize and request the Commissioner of Patents (or any counterpart in any non-U.S. patent office) to issue any and all United States Patents (or any non-U.S. patent) resulting from said applications in (a) to the ASSIGNEE.
- (c) Agree, entirely at the ASSIGNEE's expense, to communicate to the ASSIGNEE any facts known to INVENTOR respecting the subject matter in (a), to execute all patent applications and any other requested documents with respect to the filing, prosecution, issuance, maintenance, defense or enforcement thereof, to testify in any legal proceeding in connection therewith, and to make all rightful oaths and generally perform any acts which are reasonably necessary in connection with any of the foregoing.
- (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) Agree to perform any act, and execute any document, that may be requested by ASSIGNEE, its successors, assigns and other legal representatives, to perfect its/their title and other rights as set forth herein.
- (h) 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 Arvind Gupta have executed this document on the date indicated below

Arvind Gupta  
Signature of Inventor

5/18/2007  
Date

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

Witnessed by:

(1) Zealous Willet  
Signature of Witness

5/18/07  
Date

Zealous Willet  
Print Witness Name

SANTA CLARA, CA  
Witness' City, State of residence

Assignment of SYSTEM FOR SERVING ADVERTISEMENTS OVER MOBILE DEVICES by  
Arvind Gupta, Kenta Umezū, Sean P. Walker, Ian B. Brayshaw, and to Yahoo! Inc.  
Firm Reference Number 12729/232/ Y number Y01389US01

(2)   
Signature of Witness

Erik Hellman  
Print Witness Name

May 18, 2007  
Date

Palo Alto, CA  
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Kenta Umezumi have executed this document on the date indicated below.

[Signature]  
Signature of Inventor

2007/5/16  
Date

Tokyo, Japan

Inventor's City, Country of residence

Witnessed by:

(1) Kotaro Haruta  
Signature of Witness

2007/5/16  
Date

Kotaro Haruta  
Print Witness Name

Tokyo, Japan  
Witness' City, State of residence

(2) Tomotaka Yamazaki  
Signature of Witness

2007/5/16  
Date

Tomotaka Yamazaki  
Print Witness Name

Tokyo, Japan  
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Sean P. Walker have executed this document on the date indicated below.

\_\_\_\_\_  
Signature of Inventor

\_\_\_\_\_  
Date

Kent, United Kingdom

Inventor's City, Country 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 SYSTEM FOR SERVING ADVERTISEMENTS OVER MOBILE DEVICES by  
Arvind Gupta, Kenta Umezu, Sean P. Walker, Ian B. Brayshaw, and to Yahoo! Inc.  
Firm Reference Number 12729/232/ Y number Y01389US01

IN TESTIMONY WHEREOF, I Kenta Umezu have executed this document on the date indicated below.

\_\_\_\_\_  
Signature of Inventor

\_\_\_\_\_  
Date

Tokyo, Japan

\_\_\_\_\_  
Inventor's City, Country 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 Sean P. Walker have executed this document on the date indicated below.

Shella  
Signature of Inventor

12-7-07  
Date

Kent, United Kingdom

\_\_\_\_\_  
Inventor's City, Country of residence

**Witnessed by:**

(1)

N K Hyslop  
Signature of Witness

12/7/07  
Date

N K HYSLOP  
Print Witness Name

LONDON, UK  
Witness' City, State of residence

(2)

Sean  
Signature of Witness

12/7/07  
Date

N WARE  
Print Witness Name

LONDON, UK  
Witness' City, State of residence

Assignment of SYSTEM FOR SERVING ADVERTISEMENTS OVER MOBILE DEVICES by  
Arvind Gupta, Kenta Umezui, Sean P. Walker, Ian B. Brayshaw, and to Yahoo! Inc.  
Firm Reference Number 12729/232/ Y number Y01389US01

IN TESTIMONY WHEREOF, I Ian B. Brayshaw have executed this document on the date indicated below.

[Signature]  
Signature of Inventor,

09 JUL 2007  
Date

London, United Kingdom  
Inventor's City, Country of residence

Witnessed by:

(1) [Signature]  
Signature of Witness

9/7/2007  
Date

Marco Santos  
Print Witness Name

London, UK  
Witness' City, State of residence

(2) [Signature]  
Signature of Witness

09 JUL 2007  
Date

CARL UMEZUI  
Print Witness Name

LONDON UK  
Witness' City, State of residence



**Appendix A – Additional Patent Applications in Progress**

Application No.	BHGL No.	Yahoo! No.	Title (or other reference)	Filing Date
TBD	12729-285	Y01389US02	Mobile Advertising II	TBD
TBD	12729-286	Y01389US03	Mobile Advertising III	TBD
TBD	12729-287	Y01389US04	Mobile Advertising IV	TBD
TBD	12729-288	Y01389US05	Mobile Advertising V	TBD
TBD	12729-289	Y01389US06	Mobile Advertising VI	TBD
TBD	12729-290	Y01389US07	Mobile Advertising VII	TBD