

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 70%; padding: 5px;">Name</th> <th style="width: 30%; padding: 5px;">Execution Date</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Chi-Chao Chang</td> <td style="padding: 5px;">04/10/2007</td> </tr> <tr> <td style="padding: 5px;">Manish Tayal</td> <td style="padding: 5px;">04/10/2007</td> </tr> <tr> <td style="padding: 5px;">Tasos Anastasakos</td> <td style="padding: 5px;">04/10/2007</td> </tr> </tbody> </table>		Name	Execution Date	Chi-Chao Chang	04/10/2007	Manish Tayal	04/10/2007	Tasos Anastasakos	04/10/2007				
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<b>RECEIVING PARTY DATA</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr> <td style="width: 20%; padding: 5px;">Name:</td> <td style="padding: 5px;">Yahoo! Inc.</td> </tr> <tr> <td style="padding: 5px;">Street Address:</td> <td style="padding: 5px;">701 First Avenue</td> </tr> <tr> <td style="padding: 5px;">City:</td> <td style="padding: 5px;">Sunnyvale</td> </tr> <tr> <td style="padding: 5px;">State/Country:</td> <td style="padding: 5px;">CALIFORNIA</td> </tr> <tr> <td style="padding: 5px;">Postal Code:</td> <td style="padding: 5px;">94089</td> </tr> </table>		Name:	Yahoo! Inc.	Street Address:	701 First Avenue	City:	Sunnyvale	State/Country:	CALIFORNIA	Postal Code:	94089		
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<b>PROPERTY NUMBERS Total: 5</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 30%; padding: 5px;">Property Type</th> <th style="padding: 5px;">Number</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Application Number:</td> <td style="padding: 5px;">11830515</td> </tr> <tr> <td style="padding: 5px;">Application Number:</td> <td style="padding: 5px;">11830679</td> </tr> <tr> <td style="padding: 5px;">Application Number:</td> <td style="padding: 5px;">11830693</td> </tr> <tr> <td style="padding: 5px;">Application Number:</td> <td style="padding: 5px;">11830726</td> </tr> <tr> <td style="padding: 5px;">Application Number:</td> <td style="padding: 5px;">11830753</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11830515	Application Number:	11830679	Application Number:	11830693	Application Number:	11830726	Application Number:	11830753
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<b>CORRESPONDENCE DATA</b> <p style="margin-top: 10px;">Fax Number: (312)321-4299  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 3123214200          Email: mdreznes@usebrinks.com          Correspondent Name: Michael G. Dreznes          Address Line 1: Brinks Hofer Gilson &amp; Lione          Address Line 2: P.O. Box 10395          Address Line 4: Chicago, ILLINOIS 60610</p>													

CH \$200.00 11830515

**500324943**

**PATENT**  
**REEL: 019624 FRAME: 0426**

NAME OF SUBMITTER:

Michael Dreznes

Total Attachments: 4

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Assignment of SYSTEM FOR BUILDING A DATA STRUCTURE REPRESENTING A NETWORK OF  
USERS AND ADVERTISERS

by Chi-Chao Chang, Manish Tayal, and Tasos Anastasakos to Yahoo! Inc.  
Firm Reference Number 12729/271/ Y number Y02302US00

**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 BUILDING A DATA STRUCTURE REPRESENTING A NETWORK  
OF USERS AND ADVERTISERS**

- ☒ 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.

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(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 Chi-Chao Chang have executed this document on the date indicated below.

  
Signature of Inventor

4/10/2007  
Date

Santa Clara, California  
Inventor's City, State of residence

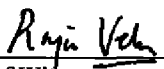
Witnessed by:

(1)   
Signature of Witness

Apr 10, 2007  
Date

ANANTHARAMAN NAGARAJAN  
Print Witness Name

CUPERTINO, CA  
Witness' City, State of residence

(2)   
Signature of Witness

April 10 / 2007  
Date

RAJA VELU  
Print Witness Name

Palo Alto, CA  
Witness' City, State of residence

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IN TESTIMONY WHEREOF, I Manish Tayal have executed this document on the date  
indicated below.

Manish Tayal  
Signature of Inventor

04/10/2007  
Date

Santa Clara, California

Inventor's City, State of residence

**Witnessed by:**

(1)

[Signature]  
Signature of Witness

Apr 10, 2007  
Date

ANANTARAMAN NAGARAJAN  
Print Witness Name

CUPERTINO, CA  
Witness' City, State of residence

(2)

Raja Velu  
Signature of Witness

April 10/2007  
Date

RAJA VELU  
Print Witness Name

Palo Alto, CA  
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Tasos Anastasakos have executed this document on the date  
indicated below.

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

\_\_\_\_\_  
Date

San Jose, California

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

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

Date

Santa Clara, California

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 Tasos Anastasakos have executed this document on the date indicated below.



Signature of Inventor

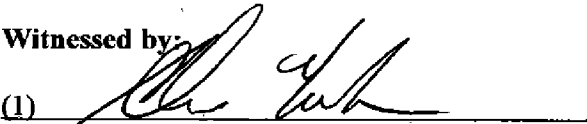
4/10/2007

Date

San Jose, California

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

4/10/2007

Date

CHRIS TOULSON

Print Witness Name

PALO ALTO, CA

Witness' City, State of residence

(2) 

Signature of Witness

4-10-2007

Date

Mitchel Weintraub

Print Witness Name

Cupertino, CA

Witness' City, State of residence