

09-20-2007

FORM PTO-1595

U.S. PTO

11/900524

09/10/2007



SHEET

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

103446779

To The Honorable Commissioner of Patents and Trademarks, Patent and Trademark Office, Washington, D.C. 20503, and all documents or copy thereof.

1. Name of conveying party(ies):

Rica Gonen

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Yahoo! Inc.

Internal Address: _____

Street Address: 701 First Avenue

City: Sunnyvale

State: California

Zip: 98089

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other _____

Execution Date: August 17, 2007

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: Declaration executed September 2, 2007; Title: "SYSTEM AND METHOD USING SAMPLING FOR SCHEDULING ADVERTISEMENTS IN AN ONLINE AUCTION WITH BUDGET AND TIME CONSTRAINTS"; Express Mail No. EQ710007988US; GONEN, Rica et al., filed on September 10, 2007.

A. Patent Application No.(s)

New Application Filed Herewith –
Exp. Mail No. EQ710007988US

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Law Office of Robert O. Bolan

Internal Address: 1630

Company Name:

Street Address: P.O. Box 36

City: Bellevue

State: WA

ZIP: 98009

6. Total number of applications and patents involved: 1

7. Total Fee (37 CFR 3.41)\$40.00

☐ Enclosed☒ Authorized to be charged to credit card (form enclosed)

8. Deposit account number:

DO NOT USE THIS SPACE

9. 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.

Robert O. Bolan

Date: September 10, 2007

Printed Name of Person Signing

Signature

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

09/13/2007 HLE333 00000017 11900524

14 FC:8021
1630

40.00 OP

PATENT

REEL: 019858 FRAME: 0921

Assignment of System and Method Using Sampling for Scheduling Advertisements in an Online Auction with Budget
and Time Constraints by Rica Gonen to Yahoo! Inc.
1630/ Y02341US00

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 AND METHOD USING SAMPLING FOR SCHEDULING
ADVERTISEMENTS IN AN ONLINE AUCTION WITH BUDGET AND TIME
CONSTRAINTS**

- ☒ 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

Assignment of System and Method Using Sampling for Scheduling Advertisements in an Online Auction with Budget
and Time Constraints by Rica Gonen to Yahoo! Inc.
1630/ Y02341US00

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, Rica Gonen, have executed this document on the date indicated below.


Signature of Inventor

8/17/07
Date

1257 Lakeside Drive, 3233, Sunnyvale, CA 94085
Inventor's City, State or Country of residence

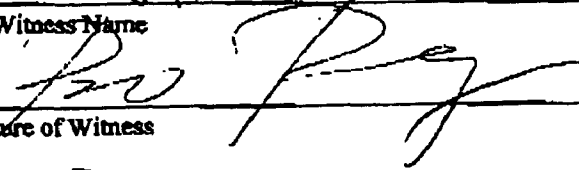
Witnessed by: 

(1) 
Signature of Witness

August 17, 2007
Date

SERGEI VASSILVITSKI
Print Witness Name

STANFORD, CA
Witness' City, State or Country of residence

(2) 
Signature of Witness

August 17, 2007
Date

Bo Peng
Print Witness Name

Sunnyvale, CA
Witness' City, State or Country of residence