

09-27-2007

Docket No.: 600189-281

T U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office



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To the Director of the United States

e attached original documents or copy thereof.

1. Name of conveying party(ies):

Robert J. Collins

9.19.07

2. Name and address of receiving party(ies):

Name: Yahoo! Inc.

Address: 701 First Avenue

Additional names(s) of conveying party(ies)

☐ Yes ☐ No

3. Nature of conveyance:

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Other

Execution Date: 8/15/2007

City: Sunnyvale State/Prov.: CA

Country: USA ZIP: 94089

Additional name(s) & address(es)

☐ Yes ☒ No

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

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

Patent Application No.

Filing date

B. Patent No.(s)

11/490,467

7/19/2006

09/26/2007 DBYRNE 00000020 504026 11490467

01 FC:8021 40.00 DA

Additional numbers

☐ Yes ☒ No

SEP 19 2007

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

Name: Seth H. Ostrow

Registration No. 37410

Address: DREIER LLP

499 Park Avenue

City: New York State/Prov.: NY

Country: USA ZIP: 10022

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41):.....\$ 40.00

☐ Enclosed - Any excess or insufficiency should be credited or debited to deposit account

☒ Authorized to be charged to deposit account

8. Deposit account number:

504026

(Attach duplicate copy of this page if paying by deposit account)

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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.

Timothy J. Bechen

Name of Person Signing

Signature

9/17/2007

Date

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

Mail documents to be recorded with required cover sheet information to:  
Mail Stop Assignment Recordation Services  
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P.O. Box 1450, Alexandria, VA 22313-1450

PATENT

REEL: 019888 FRAME: 0935

## 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:

### ARCHITECTURE FOR DISTRIBUTION OF ADVERTISING CONTENT AND CHANGE PROPAGATION

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

☒ which bears U.S. application serial No. 11/490,467, filed July 19, 2006

☐ 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 Robert J. Collins have executed this document on the date indicated below.

[Signature]  
Signature of Inventor

8/15/07  
Date

Brookfield, NH  
Inventor's City, State of residence

**Witnessed by:**

(1) [Signature]  
Signature of Witness

8/15/07  
Date

Cori Geddes  
Print Witness Name

Wolfeboro NH  
Witness' City, State of residence

(2) [Signature]  
Signature of Witness

8/15/07  
Date

Catherine Peternel  
Print Witness Name

Wolfeboro, NH  
Witness' City, State of residence

## Table of Contents (Selected Documents)

Date	Code	Pages	Source	PackageID
09-17-2007	OATH	3	EFSW	US 1149046708P1