

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Roelof van Zwol</td><td>10/10/2007</td></tr><tr><td>Vanessa Murdock</td><td>10/10/2007</td></tr></tbody></table>		Name	Execution Date	Roelof van Zwol	10/10/2007	Vanessa Murdock	10/10/2007
Name	Execution Date						
Roelof van Zwol	10/10/2007						
Vanessa Murdock	10/10/2007						
RECEIVING PARTY DATA							
Name:	Yahoo! Inc.						
Street Address:	701 First Avenue						
City:	Sunnyvale						
State/Country:	CALIFORNIA						
Postal Code:	94089						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11870026</td></tr></tbody></table>		Property Type	Number	Application Number:	11870026		
Property Type	Number						
Application Number:	11870026						
CORRESPONDENCE DATA							
Fax Number:	(408)881-0145						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	(408)881-0140						
Email:	sarah@s2law.com						
Correspondent Name:	John Stattler						
Address Line 1:	60 South Market Street, Suite 480						
Address Line 4:	San Jose, CALIFORNIA 95113						
ATTORNEY DOCKET NUMBER:	YHOO.P0071						
NAME OF SUBMITTER:	John Stattler						
Total Attachments: 3 source=P0071_AssignmentSigned#page1.tif source=P0071_AssignmentSigned#page2.tif source=P0071_AssignmentSigned#page3.tif							

OP \$40.00 11870026

PATENT

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REEL: 019940 FRAME: 0836

Assignment of Contextual Ad Matching Strategies that Incorporate Author Feedback
by Roelof van Zwol, and Vanessa Murdock to Yahoo! Inc.
YHOO.P0071 / Y02588US00

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:

CONTEXTUAL AD MATCHING STRATEGIES THAT INCORPORATE AUTHOR FEEDBACK

- ☒ 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

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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.

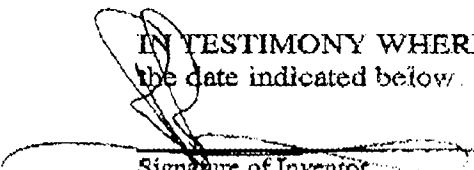
(d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(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, Roelof van Zwol have executed this document on the date indicated below.

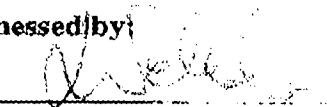

Signature of Inventor

October 10, 2007
Date

Barcelona, Spain

Inventor's City, State of residence

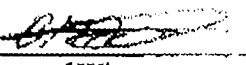
Witnessed by:

(1) 
Signature of Witness

Barcelona, 10, 2007
Date

LUCA TURCHETTA
Print Witness Name

Barcelona, Spain
Witness' City, State of residence

(2) 
Signature of Witness

October 10, 2007
Date

VASSILIS PLACHOURAS
Print Witness Name

Barcelona, Spain
Witness' City, State of residence

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YHOO.P0071 / Y02588US00

IN TESTIMONY WHEREOF, I Vanessa Murdock have executed this
document on the date indicated below:

[Signature]
Signature of Inventor

14 October 2007
Date

Barcelona, Spain
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

October 10, 2007
Date

LUCA MURDOCK
Print Witness Name

Barcelona, Spain
Witness' City, State of residence

(2) [Signature]
Signature of Witness

October 10, 2007
Date

VASSILIS PATERAKIS
Print Witness Name

Barcelona, Spain
Witness' City, State of residence