

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Jin Soo Kim	09/03/2007
Daniel Jin Roh	09/03/2007
Ho Yun Lee	09/03/2007

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11873692

CORRESPONDENCE DATA

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Correspondent Name: Mark J. Spolyar

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ATTORNEY DOCKET NUMBER:

6569/54309US1

NAME OF SUBMITTER:

Mark J. Spolyar

Total Attachments: 4

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PATENT

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Assignment of METHOD AND SYSTEM FOR PROVIDING CONTENT ACCORDING TO PERSONAL
PREFERENCE

by Jin Soo KIM, Daniel Jin ROH and Ho Yun LEE to Yahoo! Inc.

6569/54309US1/Y02480US00

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:

**METHOD AND SYSTEM FOR PROVIDING CONTENT ACCORDING TO PERSONAL
PREFERENCE**

☐ 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 the Republic of Korea on August 10, 2007, bearing Korean Patent Application No. 10-2007-80529.

☐ 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, I Jin Soo KIM have executed this document on the date indicated below.

[Signature]
Signature of Inventor

9/3/07
Date

Seoul, Korea
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

9/3/07
Date

Cheolhyo Ahn
Print Witness Name

Seoul
Witness' City, State of residence

(2) [Signature]
Signature of Witness

9/3/07
Date

Sungtaek Choi
Print Witness Name

Seoul
Witness' City, State of residence

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IN TESTIMONY WHEREOF, I Daniel Jin ROH have executed this document
on the date indicated below.

[Signature]
Signature of Inventor

Sep. 3, 2007
Date

Seoul, Korea
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

9/3/07
Date

Cheolhyo Ahn
Print Witness Name

Seoul
Witness' City, State of residence

(2) [Signature]
Signature of Witness

9/3/07
Date

Sungtaek Choi
Print Witness Name

Seoul
Witness' City, State of residence

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by Jin Soo KIM, Daniel Jin ROH and Ho Yun LEE to Yahoo! Inc.

6569/54309US1/Y02480US00

IN TESTIMONY WHEREOF, I Ho Yun LEE have executed this document on
the date indicated below.

01 2007
Signature of Inventor

2007. 9. 27
Date

Seongnam, Korea
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

9/3/07
Date

Cheolhyo Ahn
Print Witness Name

Seoul
Witness' City, State of residence

(2) [Signature]
Signature of Witness

9/3/07
Date

Sungtaek Choi
Print Witness Name

Seoul
Witness' City, State of residence