

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>Marc Eliot Davis</td><td>11/30/2007</td></tr><tr><td>Julie Herendeen</td><td>12/06/2007</td></tr><tr><td>Marco Boerries</td><td>12/06/2007</td></tr><tr><td>Christopher William Higgins</td><td>12/03/2007</td></tr><tr><td>Joseph James O'Sullivan</td><td>11/30/2007</td></tr><tr><td>Ronald Martinez</td><td>12/04/2007</td></tr><tr><td>Robert Carter Trout</td><td>12/04/2007</td></tr></tbody></table>		Name	Execution Date	Marc Eliot Davis	11/30/2007	Julie Herendeen	12/06/2007	Marco Boerries	12/06/2007	Christopher William Higgins	12/03/2007	Joseph James O'Sullivan	11/30/2007	Ronald Martinez	12/04/2007	Robert Carter Trout	12/04/2007
Name	Execution Date																
Marc Eliot Davis	11/30/2007																
Julie Herendeen	12/06/2007																
Marco Boerries	12/06/2007																
Christopher William Higgins	12/03/2007																
Joseph James O'Sullivan	11/30/2007																
Ronald Martinez	12/04/2007																
Robert Carter Trout	12/04/2007																
RECEIVING PARTY DATA																	
<table border="1"><tr><td>Name:</td><td>Yahoo! Inc.</td></tr><tr><td>Street Address:</td><td>701 First Avenue</td></tr><tr><td>City:</td><td>Sunnyvale</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94089</td></tr></table>		Name:	Yahoo! Inc.	Street Address:	701 First Avenue	City:	Sunnyvale	State/Country:	CALIFORNIA	Postal Code:	94089						
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>11953454</td></tr></tbody></table>		Property Type	Number	Application Number:	11953454												
Property Type	Number																
Application Number:	11953454																
CORRESPONDENCE DATA																	
Fax Number: (212)801-6400 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone: 212-801-9200																	
Email: SchindlerB@gtlaw.com																	
Correspondent Name: GREENBERG TRAURIG, LLP																	
Address Line 1: MET LIFE BUILDING																	
Address Line 2: 200 PARK AVENUE																	
Address Line 4: NEW YORK, NEW YORK 10166																	
NAME OF SUBMITTER:	George C. Lewis																

PATENT

500416350

REEL: 020222 FRAME: 0524

CH \$40.00 11953454

Total Attachments: 8

source=085804-091000-ASS#page1.tif

source=085804-091000-ASS#page2.tif

source=085804-091000-ASS#page3.tif

source=085804-091000-ASS#page4.tif

source=085804-091000-ASS#page5.tif

source=085804-091000-ASS#page6.tif

source=085804-091000-ASS#page7.tif

source=085804-091000-ASS#page8.tif

PATENT

REEL: 020222 FRAME: 0525

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 FOR CONTEXTUAL ADDRESSING OF
COMMUNICATIONS ON A NETWORK**

- ☒ 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:

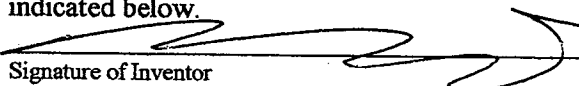
- (a) Sell, assign and transfer to Yahoo! Inc., a Delaware corporation having a place of business at 701 First Avenue, Sunnyvale, California 94089 (hereinafter "ASSIGNEE"), (1) the entire right, title and interest, and any and all revenues and rights to revenue, for any purpose, associated with commercialization, 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

Assignment of SYSTEM AND METHOD FOR CONTEXTUAL
ADDRESSING OF COMMUNICATIONS ON A NETWORK
By Marc Davis, Julie Herendeen, Marco Boerries, Christopher William Higgins,
Joseph O'Sullivan, Ron Martinez and Carter Trout
Attorney Docket No.: 085804-091000 / Y02642US00

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 Marc Eliot Davis have executed this document on the date indicated below.

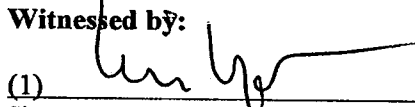

Signature of Inventor

11/30/2007
Date

San Francisco, California
Inventor's City, State of residence

Witnessed by:

(1)

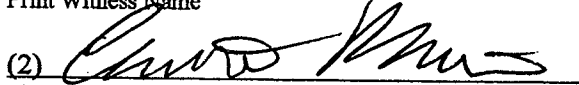

Signature of Witness

11/30/2007
Date

KRIS MITALIC
Print Witness Name

SAN FRANCISCO, CA
Witness' City, State of residence

(2)


Signature of Witness

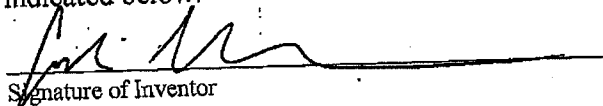
11/30/07
Date

Christopher Paretti
Print Witness Name

San Francisco, CA
Witness' City, State of residence

Assignment of SYSTEM AND METHOD FOR CONTEXTUAL
ADDRESSING OF COMMUNICATIONS ON A NETWORK
By Marc Davis, Julie Herendeen, Marco Boerries, Christopher William Higgins,
Joseph O'Sullivan, Ron Martinez and Carter Trout
Attorney Docket No.: 085804-091000 / Y02642US00


IN TESTIMONY WHEREOF, I Julie Herendeen have executed this document on the date
indicated below.


Signature of Inventor


12/6/07
Date

Palo Alto, California
Inventor's City, State of residence

Witnessed by:

(1) 
Signature of Witness
FRED BENZ
Print Witness Name

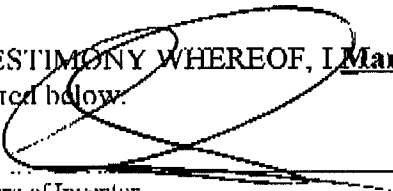
12/6/07
Date
SAN FRANCISCO, CA 94114
Witness' City, State of residence

(2) 
Signature of Witness
Melanie Harms
Print Witness Name

12-6-2007
Date
San Jose, California
Witness' City, State of residence

Assignment of SYSTEM AND METHOD FOR CONTEXTUAL
ADDRESSING OF COMMUNICATIONS ON A NETWORK
By Marc Davis, Julie Herendecn, Marco Boerries, Christopher William Higgins,
Joseph O'Sullivan, Ron Martinez and Carter Trout
Attorney Docket No. 085804-091000 / Y02642US00

IN TESTIMONY WHEREOF, I Marco Boerries have executed this document on the date
indicated below.



Signature of Inventor

12/6/07

Date

Los Altos Hills, California

Inventor's City, State of residence

Witnessed by:

(1)

J. Caringello

Signature of Witness

12/6/07

Date

J. Caringello

Print Witness Name

San Jose, CA

Witness' City, State of residence

(2)

Lulu Khoo

Signature of Witness

12/6/07

Date

Lulu Khoo

Print Witness Name

Tracy, CA

Witness' City, State of residence

Assignment of SYSTEM AND METHOD FOR CONTEXTUAL
ADDRESSING OF COMMUNICATIONS ON A NETWORK
By Marc Davis, Julie Herendeen, Marco Bocrics, Christopher William Higgins,
Joseph O'Sullivan, Ron Martinez and Carter Trout
Attorney Docket No.: 085804-091000 / Y02642US00

IN TESTIMONY WHEREOF, I Christopher William Higgins have executed this document on
the date indicated below.

Christopher William Higgins
Signature of Inventor

12-03-07
Date

Portland, Oregon
Inventor's City, State of residence

Witnessed by:

(1) Mary Higginbotham
Signature of Witness

12-3-07
Date

Mary Higginbotham
Print Witness Name

Aloha, OR
Witness' City, State of residence

(2) Eric Layton
Signature of Witness

12-3-07
Date

Eric Layton
Print Witness Name

Aloha, OR
Witness' City/State of residence

Assignment of SYSTEM AND METHOD FOR CONTEXTUAL
ADDRESSING OF COMMUNICATIONS ON A NETWORK
By Marc Davis, Julie Herendeen, Marco Boerries, Christopher William Higgins,
Joseph O'Sullivan, Ron Martinez and Carter Trout
Attorney Docket No.: 085804-091000 / Y02642US00

IN TESTIMONY WHEREOF, I Joseph James O'Sullivan have executed this document on the
date indicated below.

[Signature]
Signature of Inventor

11/30/07
Date

Oakland, California

Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

11/30/07
Date

Christopher Porcetti
Print Witness Name

San Francisco, CA
Witness' City, State of residence

(2) [Signature]
Signature of Witness

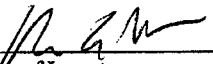
11/30/2007
Date

Kris Mihalic
Print Witness Name

SAN FRANCISCO, CA
Witness' City, State of residence

Assignment of SYSTEM AND METHOD FOR CONTEXTUAL
ADDRESSING OF COMMUNICATIONS ON A NETWORK
By Marc Davis, Julie Herendeen, Marco Boerries, Christopher William Higgins,
Joseph O'Sullivan, Ron Martinez and Carter Trout
Attorney Docket No.: 085804-091000 / Y02642US00

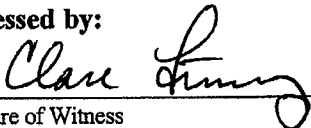
IN TESTIMONY WHEREOF, I **Ronald Martinez** have executed this document on the date indicated below.


Signature of Inventor

12/4/07
Date

San Francisco, California
Inventor's City, State of residence


Witnessed by:

(1) 
Signature of Witness

12/4/07
Date

Clare Finney
Print Witness Name

Campbell, CA
Witness' City, State of residence

(2) 
Signature of Witness

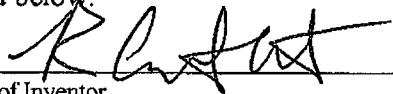
12/4/07
Date

Cynthia Reader
Print Witness Name

WS GARVIS CA
Witness' City, State of residence

Assignment of SYSTEM AND METHOD FOR CONTEXTUAL
ADDRESSING OF COMMUNICATIONS ON A NETWORK
By Marc Davis, Julie Herendeen, Marco Boerries, Christopher William Higgins,
Joseph O'Sullivan, Ron Martinez and Carter Trout
Attorney Docket No.: 085804-091000 / Y02642US00

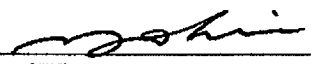
IN TESTIMONY WHEREOF, I **Robert Carter Trout** have executed this document on the date indicated below.


Signature of Inventor

12/04/2007
Date

Burlingame, California
Inventor's City, State of residence


Witnessed by:

(1) 
Signature of Witness

12/4/07
Date

MILIND MOHILE
Print Witness Name

CUPERTINO, CA
Witness' City, State of residence

(2) 
Signature of Witness

12/4/07
Date

IRFAN PRESSWALA
Print Witness Name

Sunnyvale, CA
Witness' City, State of residence