

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ronald Martinez	12/19/2007
Marc Eliot Davis	12/21/2007
Christopher William Higgins	12/19/2007
Joseph James O'Sullivan	12/20/2007
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:	11963374
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Email:	nyipmail@gtlaw.com
Correspondent Name:	James J. DeCarlo
Address Line 1:	200 Park Avenue, 34th fl
Address Line 2:	GREENBERG TRAUIG, LLP
Address Line 4:	New York, NEW YORK 10166
ATTORNEY DOCKET NUMBER:	085804.091300
NAME OF SUBMITTER:	Shoba Jaglal-Grullon

CH \$40.00 11963374

Total Attachments: 5

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**PATENT
 REEL: 020285 FRAME: 0004**

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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:

SYSTEMS AND METHODS OF RANKING ATTENTION

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

which bears U.S. application serial No 11/963,374, filed 12/21/2007.

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

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 Ronald Martinez have executed this document on the date indicated below.

[Signature]
Signature of Inventor

12/19/07
Date

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

Witnessed by:

(1) [Signature]
Signature of Witness

12/19/07
Date

Matthew LeBlanc
Print Witness Name

Belmont, CA
Witness' City, State of residence

(2) [Signature]
Signature of Witness

12/19/07
Date

Douglas Smith
Print Witness Name

San Francisco, CA
Witness' City, State of residence

IN TESTIMONY WHEREOF, I, **Marc Eliot Davis** have executed this document on the date indicated below.

[Signature]
Signature of Inventor

12/21/2007
Date

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

Witnessed by:

(1) [Signature]
Signature of Witness

Dec 21, 2007
Date

Jeanine L Hayes
Print Witness Name

San Francisco, CA
Witness' City, State of residence

(2) [Signature]
Signature of Witness

12-21-07
Date

Christopher Paretti
Print Witness Name

San Francisco, CA
Witness' City, State of residence

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

Signature of Inventor

Date

Portland, Oregon
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

Witnesses made separately to Higgins.
12/21/2007
Date

Kevin Shey
Print Witness Name

San Francisco, CA
Witness' City, State of residence

(2) _____
Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

*in correct
signature
+ ON PAGE*

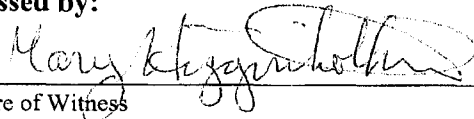
IN TESTIMONY WHEREOF, I Christopher William Higgins have executed this document on the date indicated below.


Signature of Inventor

12-19-07
Date

Portland, Oregon
Inventor's City, State of residence

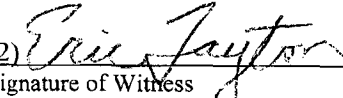
Witnessed by:

(1) 
Signature of Witness

12-19-07
Date

Mary Higginbotham
Print Witness Name

Aloha, OR 97006
Witness' City, State of residence

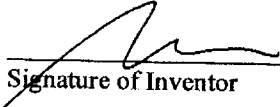
(2) 
Signature of Witness

12-19-07
Date

ERIC LAYTON
Print Witness Name

Aloha, OR 97006
Witness' City, State of residence

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



Signature of Inventor

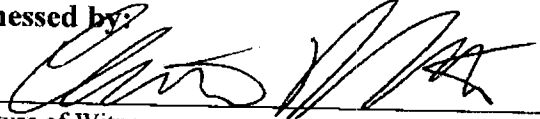
12-20-07

Date

Oakland, California

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

12-20-07

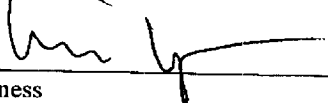
Date

Christopher Paretti

Print Witness Name

San Francisco, CA

Witness' City, State of residence

(2) 

Signature of Witness

12/20/2007

Date

KRIS MIHALIK

Print Witness Name

SAN FRANCISCO, CA

Witness' City, State of residence