

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Emil Ismalon	12/31/2007
RECEIVING PARTY DATA	
Name:	Collarity, Inc.
Street Address:	1841 Page Mill Road
City:	Palo Alto
State/Country:	CALIFORNIA
Postal Code:	94304
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11870999
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	06727/0208255-US0
NAME OF SUBMITTER:	Judi Cordo
Total Attachments: 2 source=docs#page5.tif source=docs#page6.tif	

CH \$40.00 11870999

Attorney Docket No.: 06727/02082.55-USO

ASSIGNMENT

I, Emil Ismailon, a citizen of Israel, residing at 7/3 Kashaan Street; 69499 Tel-Aviv;
ISRAEL;

and each of us, if more than one person is identified above (hereinafter "ASSIGNOR") in consideration of the sum of Ten Dollars (\$10 00), or the equivalent thereof, and other good and valuable consideration, the sufficiency of which and receipt of which are hereby acknowledged, paid to ASSIGNOR by

Collarity, Inc

a Corporation organized under the laws of Delaware, located at 1841 Page Mill Road, Palo Alto, California 94304 (hereinafter "ASSIGNEE"), do hereby sell and assign to said ASSIGNEE, its successors and assigns, the below indicated right, title, and interest, in and for the United States of America only in and to my Invention entitled:

NEGATIVE ASSOCIATIONS FOR SEARCH RESULTS RANKING AND REFINEMENT

invented by me and described in Patent Application No. 11/870,999, filed on October 11, 2007, in the United States of America; and all patents, divisions, reissues, continuations and any extensions thereof and rights of priority therein, said interest being my entire ownership interest in the same, to be held and enjoyed by said ASSIGNEE, its successors, assigns, or other legal representatives, to the full end of the term thereof, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made;

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful

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rights associated with the invention, or for the issuance or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law.

And I hereby authorize and request the Commission of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said invention and application(s) concerning same to said ASSIGNEE.

This assignment shall have an effective date corresponding to the last date of execution.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.

Date: 31.12.07


Engil Ismailov, Inventor