

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Jian Huang | 02/12/2008 |
| Yankang Jiang | 02/12/2008 |
| Qi Gu | 02/12/2008 |
| RECEIVING PARTY DATA | |
| Name: | Idearc Media Corp. |
| Street Address: | 2200 W. Airfield Dr., MC29 |
| City: | DFW Airport |
| State/Country: | TEXAS |
| Postal Code: | 75261-9810 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 12031124 |
| CORRESPONDENCE DATA | |
| Fax Number: | (248)594-0610 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
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| ATTORNEY DOCKET NUMBER: | 66703-0057 |
| NAME OF SUBMITTER: | Charles A. Bieneman |
| <p>Total Attachments: 6</p> <p>source=r0479060#page1.tif</p> | |

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PATENT
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RECORDATION FORM COVER SHEET
PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Jian Huang (02/12/2008), Yankang Jiang
(02/12/2008), and Qi Gu (02/12/2008)

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s): in parentheses after inventor name

- ☒ Assignment ☐ Merger ☐ Change of Name
☐ Security Agreement ☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: Idearc Media Corp.

Internal Address: _____

Street Address: _____

2200 W. Airfield Dr., MC29

City: Dfw Airport

State: Texas

Country: United States of America Zip: 75261-9810

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

A. Patent Application No.(s)

12/031,124

☒ This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Charles A. Bieneman
RADER, FISHMAN & GRAUER PLLC

Internal Address: Atty. Dkt.: 66703-0057

Street Address: 39533 Woodward Avenue
Suite 140

City: Bloomfield Hills

State: MI Zip: 48304

Phone Number: (248) 594-0648

Fax Number: (248) 594-0610

Email Address: cab@raderfishman.com

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- ☐ Authorized to be charged by credit card
☒ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 18-0013
Authorized User Name Charles A. Bieneman

9. Signature:

/Charles A. Bieneman/
Signature

February 14, 2008
Date

Charles A. Bieneman - 51,472
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

5

Recordation Form Cover Sheet

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).

Dated: February 14, 2008

Electronic Signature for Charles A. Bieneman: /Charles A. Bieneman/

Assignment

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).

Dated: February 14, 2008

Electronic Signature for Charles A. Bieneman: /Charles A. Bieneman/

ASSIGNMENT BY INVENTORS

THIS ASSIGNMENT, made this 12th day of February, 2008, by Jian Huang; Yankang Jiang; and Qi Gu (hereinafter referred to as Assignors), residing at 20 Westgate Drive, #202, Woburn, Massachusetts; 51 Amberwood Drive, Winchester, Massachusetts 01890; and 4 Luther Road, Burlington, Massachusetts 01801, respectively;

WHEREAS, Assignors have invented certain new and useful improvements in OPTIMIZED BIDDING FOR PAY-PER-CLICK LISTINGS, set forth in a Patent application for Letters Patent of the United States, filed herewith; and

WHEREAS, Idearc Media Corp., a Corporation organized under and pursuant to the laws of Delaware having its principal place of business at 2200 W. Airfield Dr., MC29, DFW Airport, Texas 75261-9810 (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefore and thereon.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefore and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may

be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

AND for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

AND Assignors hereby request the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

RADER, FISHMAN & GRAUER PLLC

All practitioners at Customer Number 10291

AND Assignors acknowledge an obligation of assignment of this invention to Assignee
at the time the invention was made.

2/12/2008

Date

[Signature]

Jian Huang

Witness:

2/12/2008

Date

Jack H. (Jack Hao)

Date

Yankang Jiang

Witness:

Date

Date

Qi Gu

Witness:

Date

RADER, FISHMAN & GRAUER PLLC

All practitioners at Customer Number 10291

AND Assignors acknowledge an obligation of assignment of this invention to Assignee
at the time the invention was made.

Date

Jian Huang

Witness:

Date

2/12/2008

Yankang Jiang

Date

Yankang Jiang

Witness:

Date

2/12/08

SIPING LIU

Date

Qi Gu

Witness:

Date

RADER, FISHMAN & GRAUER PLLC

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at the time the invention was made.

Date

Jian Huang

Witness:

Date

Date

Yankang Jiang

Witness:

Date

Date

2/12/08

Qi Gu

Witness:

Date