

## 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>Ronald Martinez</td><td>02/14/2008</td></tr><tr><td>Marc Eliot Davis</td><td>03/17/2008</td></tr><tr><td>Christopher William Higgins</td><td>01/10/2008</td></tr><tr><td>Joseph James O'Sullivan</td><td>03/17/2008</td></tr></tbody></table>	Name	Execution Date	Ronald Martinez	02/14/2008	Marc Eliot Davis	03/17/2008	Christopher William Higgins	01/10/2008	Joseph James O'Sullivan	03/17/2008	
Name	Execution Date										
Ronald Martinez	02/14/2008										
Marc Eliot Davis	03/17/2008										
Christopher William Higgins	01/10/2008										
Joseph James O'Sullivan	03/17/2008										
RECEIVING PARTY DATA											
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>11969751</td></tr></tbody></table>	Property Type	Number	Application Number:	11969751							
Property Type	Number										
Application Number:	11969751										
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:	NYIPMAIL@GTLAW.COM										
Correspondent Name:	YAHOO! INC. C/O GREENBERG TRAURIG, LLP										
Address Line 1:	MET LIFE BUILDING										
Address Line 2:	200 PARK AVENUE										
Address Line 4:	NEW YORK, NEW YORK 10166										
ATTORNEY DOCKET NUMBER:	085804.093300										
NAME OF SUBMITTER:	Christine Lucas										
Total Attachments: 6											

CH \$40.00 11969751

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PATENT  
REEL: 020693 FRAME: 0748

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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 MAPPING ATTENTION

- ☐ for which I have executed a U.S. patent application on even date herewith.
- ☒ which bears U.S. application serial No. 11/969,751, filed January 4, 2008.
- ☐ 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 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.

Assignment of SYSTEMS AND METHODS OF MAPPING ATTENTION  
By Ronald Martinez, Marc Davis, Christopher William Higgins, and Joseph O'Sullivan  
Attorney Docket No.: 085804-093300 / Y02807US00

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

R. Martinez

Signature of Inventor

2/14/08

Date

San Francisco, California

Inventor's City, State of residence

**Witnessed by:**

(1)

Jeanine L Hayes  
Signature of Witness

14 Feb. 08

Date

Jeanine L Hayes  
Print Witness Name

San Francisco, CA  
Witness' City, State of residence

(2)

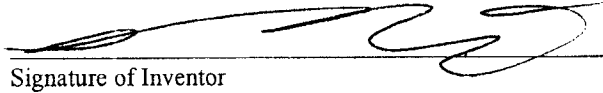
Joseph Silva  
Signature of Witness

2/14/08  
Date

Joseph Silva  
Print Witness Name

Berkeley California  
Witness' City, State of residence

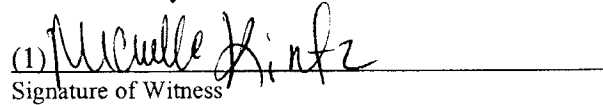
IN TESTIMONY WHEREOF, I Marc Eliot Davis have executed this document on the date indicated below.

  
\_\_\_\_\_  
Signature of Inventor

03/17/2008  
\_\_\_\_\_  
Date

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

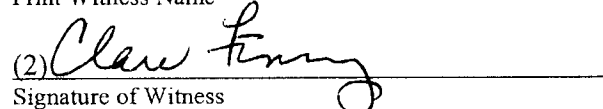
**Witnessed by:**

(1)   
\_\_\_\_\_  
Signature of Witness

3/17/2008  
\_\_\_\_\_  
Date

Michelle Kintz  
\_\_\_\_\_  
Print Witness Name

Sunnyvale CA  
\_\_\_\_\_  
Witness' City, State of residence

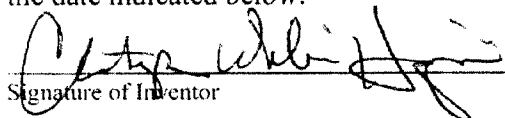
(2)   
\_\_\_\_\_  
Signature of Witness

3/17/08  
\_\_\_\_\_  
Date

Clare Finney  
\_\_\_\_\_  
Print Witness Name

Campbell, CA  
\_\_\_\_\_  
Witness' City, State of residence

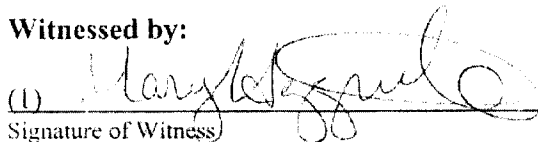
IN TESTIMONY WHEREOF, I **Christopher William Higgins** have executed this document on  
the date indicated below.

  
\_\_\_\_\_  
Signature of Inventor

1-10-08  
\_\_\_\_\_  
Date

Portland, Oregon  
\_\_\_\_\_  
Inventor's City, State of residence

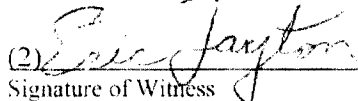
Witnessed by:

(1)   
\_\_\_\_\_  
Signature of Witness

1-10-08  
\_\_\_\_\_  
Date

Mary Higginsbotham  
\_\_\_\_\_  
Print Witness Name

Aloha, OR  
\_\_\_\_\_  
Witness' City, State of residence


(2)   
\_\_\_\_\_  
Signature of Witness

1-10-08  
\_\_\_\_\_  
Date

ERIC LAYTON  
\_\_\_\_\_  
Print Witness Name

Aloha, OR  
\_\_\_\_\_  
Witness' City, State of residence

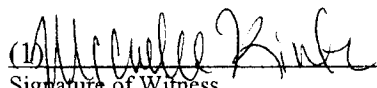
IN TESTIMONY WHEREOF, I **Joseph James O'Sullivan** have executed this document on the date indicated below.

  
\_\_\_\_\_  
Signature of Inventor

3/17/08  
\_\_\_\_\_  
Date

Oakland, California  
\_\_\_\_\_  
Inventor's City, State of residence

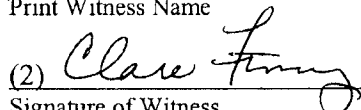
**Witnessed by:**

(1)   
\_\_\_\_\_  
Signature of Witness

3/17/08  
\_\_\_\_\_  
Date

Michelle Kintz  
\_\_\_\_\_  
Print Witness Name

Sunnyvale CA  
\_\_\_\_\_  
Witness' City, State of residence

(2)   
\_\_\_\_\_  
Signature of Witness

3/17/08  
\_\_\_\_\_  
Date

Clare Finney  
\_\_\_\_\_  
Print Witness Name

Campbell, CA  
\_\_\_\_\_  
Witness' City, State of residence