

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Sajjit Thampy</td> <td>12/20/2007</td> </tr> <tr> <td>Daniel Ferrante</td> <td>12/19/2007</td> </tr> <tr> <td>Amr Awadallah</td> <td>12/19/2007</td> </tr> </tbody> </table>		Name	Execution Date	Sajjit Thampy	12/20/2007	Daniel Ferrante	12/19/2007	Amr Awadallah	12/19/2007
Name	Execution Date								
Sajjit Thampy	12/20/2007								
Daniel Ferrante	12/19/2007								
Amr Awadallah	12/19/2007								
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" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11962751</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11962751				
Property Type	Number								
Application Number:	11962751								
CORRESPONDENCE DATA									
Fax Number:	(212)801-6400								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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ATTORNEY DOCKET NUMBER:	085804.091601								
NAME OF SUBMITTER:	Shoba Jaglal-Grullon								
Total Attachments: 4									

CH \$40.00 11962751

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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:

CONTENT OPTIMIZATION SYSTEM AND METHOD

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

which bears U.S. application serial No. 11/962,751, 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

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.

IN TESTIMONY WHEREOF, I Sajjit Thampy have executed this document on the date indicated below.

Signature of Inventor

Date

Sunnyvale, CA

Inventor's City, State of residence

Witnessed by:

(1) GIRISH KESWANI
Signature of Witness

Date

Print Witness Name

SUNNYVALE, CA
Witness' City, State of residence

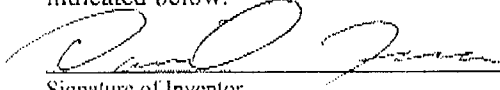
(2) [Signature]
Signature of Witness

Date

Print Witness Name

SUNNYVALE CA
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Daniel Ferrante have executed this document on the date
indicated below.



Signature of Inventor

12/19/07

Date

Redwood City, CA
Inventor's City, State of residence

Witnessed by:

(1) GIRISH KESWANU

Signature of Witness

12/19/2007

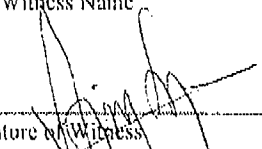
Date

GIRISH KESWANU

Print Witness Name

SUNNYVALE CA

Witness' City, State of residence

(2) 

Signature of Witness

12/19/2007

Date

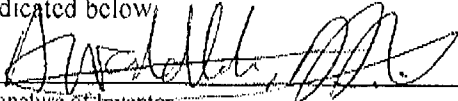
AJAY SOJAN

Print Witness Name

SUNNYVALE

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Amr Awadallah have executed this document on the date indicated below.


Signature of Inventor

12/19/07
Date

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

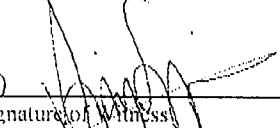
Witnessed by:

(1) GIRISH KESWANI
Signature of Witness

12/19/2007
Date

GIRISH KESWANI
Print Witness Name

SUNNYVALE, CA
Witness' City, State of residence

(2) 
Signature of Witness

12/19/2007
Date

AJAY SOTAN
Print Witness Name

SUNNYVALE, CA
Witness' City, State of residence