

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Robert C. Trout	04/07/2008
Christopher Higgins	04/04/2008
Joseph O'Sullivan	04/29/2008
Marc E. Davis	04/25/2008
Ronald Martinez	04/11/2008
<b>RECEIVING PARTY DATA</b>	
Name:	Yahoo! Inc.
Street Address:	701 First Avenue
City:	Sunnyvale
State/Country:	CALIFORNIA
Postal Code:	94089
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	12112628
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(612)677-3572
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	202-244-3003
Email:	chartness@intellevate.com
Correspondent Name:	Jeffrey S. Weaver
Address Line 1:	c/o Intellevate, P.O. Box 52050
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402
ATTORNEY DOCKET NUMBER:	A10.00350000
NAME OF SUBMITTER:	Jeffrey S. Weaver

OP \$40.00 12112628

**Total Attachments: 6**

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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:

MODIFICATION OF BRAND REPRESENTATIONS BY A BRAND ENGINE IN A SOCIAL NETWORK

- for which I have executed a U.S. patent application on even date herewith.
- which bears U.S. application serial No. 12/112,628, filed April 30, 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.

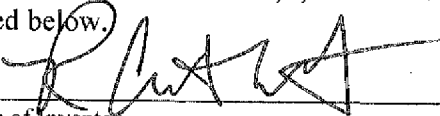
(d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(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.

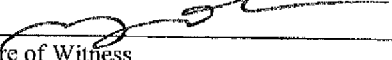
IN TESTIMONY WHEREOF, I, Robert C. Trout, have executed this document on the date indicated below.

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

April 7, 2008  
Date

Burlingame, CA  
Inventor's City, State of residence

**Witnessed by:**

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

4/7/08  
Date

MILIND MOHILE  
Print Witness Name

CUPERTINO, CA  
Witness' City, State of residence

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

4/7/08  
Date

Kun Jiang  
Print Witness Name

Foster City, CA  
Witness' City, State of residence

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

Christopher W. Higgins  
Signature of Inventor

4-4-08  
Date

Portland, OR  
Inventor's City, State of residence

Witnessed by:

Eric Layton  
Signature of Witness

4/4/08  
Date

ERIC LAYTON  
Print Witness Name

ALOMA OR  
Witness' City, State of residence


Mary Layton  
Signature of Witness

4/4/08  
Date

Mary Layton  
Print Witness Name

Aloma, OR  
Witness' City, State of residence

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

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

04.29.08  
\_\_\_\_\_  
Date

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


**Witnessed by:**

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

4/29/08  
\_\_\_\_\_  
Date

Saica Sapieva  
\_\_\_\_\_  
Print Witness Name

MOUNTAIN VIEW, CA  
\_\_\_\_\_  
Witness' City, State of residence

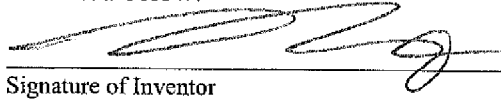
(2)   
\_\_\_\_\_  
Signature of Witness

6/29/08  
\_\_\_\_\_  
Date

Wendy Costumero  
\_\_\_\_\_  
Print Witness Name

SAN JOSE, CA  
\_\_\_\_\_  
Witness' City, State of residence

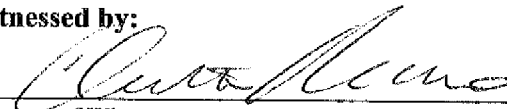
IN TESTIMONY WHEREOF, I, Marc E. Davis, have executed this document on the date indicated below.

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

04/25/2008  
\_\_\_\_\_  
Date

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

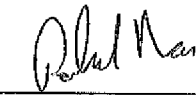
**Witnessed by:**

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

04/25/2008  
\_\_\_\_\_  
Date

Christopher Paretti  
\_\_\_\_\_  
Print Witness Name

San Francisco, CA  
\_\_\_\_\_  
Witness' City, State of residence


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

25-APRIL-08  
\_\_\_\_\_  
Date

RAHUL NAIR  
\_\_\_\_\_  
Print Witness Name

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


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

  
Signature of Inventor

4/11/08  
Date

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

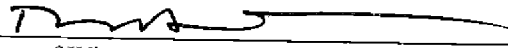
**Witnessed by:**

(1)   
Signature of Witness

4/11/08  
Date

ANITA IRWIN  
Print Witness Name

SAN FRANCISCO, CA  
Witness' City, State of residence

(2)   
Signature of Witness

4/11/08  
Date

Paul Huie  
Print Witness Name

Hillsborough, CA  
Witness' City, State of residence