

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Reiner Kraft	06/02/2008
Utku Irmak	06/02/2008
Vadim Von Brzeski	06/02/2008

RECEIVING PARTY DATA

Name:	Yahoo! Inc.
Street Address:	701 First Avenue
City:	Sunnyvale
State/Country:	CALIFORNIA
Postal Code:	94089

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12132071

CORRESPONDENCE DATA

Fax Number: (408)414-1076
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 408/414-1080
Email: DSakamoto@hptb-law.com
Correspondent Name: Hickman Palermo Truong & Becker LLP
Address Line 1: 2055 Gateway Place, Suite 550
Address Line 4: San Jose, CALIFORNIA 95110-1083

ATTORNEY DOCKET NUMBER:

50269-1056

NAME OF SUBMITTER:

Brian D. Hickman

Total Attachments: 4

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PATENT

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Assignment of CONTEXTUAL RANKING OF KEYWORDS USING CLICK DATA by
Reiner Kraft, Utku Irmak and Vadim Vor Brzeski to Yahoo! Inc.
50269-1056/ Y04377US00

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:

CONTEXTUAL RANKING OF KEYWORDS USING CLICK DATA

- ☒ for which I have executed a U.S. patent application on even date herewith
- ☐ which bears U.S. application serial No. _____, filed _____
- ☐ 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

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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 Reiner Kraft have executed this document on the date indicated below.

[Signature]
Signature of Inventor

6/2/08
Date

Gilroy, California

Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

6/2/08
Date

OMID R OUKHANI
Print Witness Name

SANTA CLARA, CA
Witness' City, State of residence

(2) [Signature]
Signature of Witness

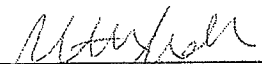
6/2/08
Date

ETHAN ZHANG
Print Witness Name

SUNNYVALE, CA
Witness' City, State of residence

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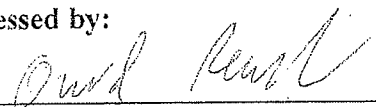
IN TESTIMONY WHEREOF, I Utku Irmak have executed this document on
the date indicated below.


Signature of Inventor

06/02/2008
Date

Santa Clara, California
Inventor's City, State of residence

Witnessed by:

(1) 
Signature of Witness

6/2/08
Date

OMID ROUHANI
Print Witness Name

SANTA CLARA CA
Witness' City, State of residence

(2) 
Signature of Witness

6/2/08
Date

Luojian Chen
Print Witness Name

Sunnyvale CA
Witness' City, State of residence

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50265-1056/ Y04377US00

IN TESTIMONY WHEREOF, I Vadim Von Brzeski have executed this
document on the date indicated below.

[Signature]
Signature of Inventor

6/2/08
Date

San Jose, California

Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

OMID ROUHANI
Print Witness Name

6/2/08
Date

SANTA CLARA, CA
Witness' City, State of residence

(2) [Signature]
Signature of Witness

Luojian Chen
Print Witness Name

6/2/08
Date

Sunnyvale, CA
Witness' City, State of residence