

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Christopher William Higgins</td> <td>04/28/2008</td> </tr> <tr> <td>Marc Davis</td> <td>05/01/2008</td> </tr> <tr> <td>Joseph O'Sullivan</td> <td>04/29/2008</td> </tr> <tr> <td>Ronald Martinez</td> <td>04/28/2008</td> </tr> </tbody> </table>		Name	Execution Date	Christopher William Higgins	04/28/2008	Marc Davis	05/01/2008	Joseph O'Sullivan	04/29/2008	Ronald Martinez	04/28/2008
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Christopher William Higgins	04/28/2008										
Marc Davis	05/01/2008										
Joseph O'Sullivan	04/29/2008										
Ronald Martinez	04/28/2008										
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" 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>12180486</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12180486						
Property Type	Number										
Application Number:	12180486										
CORRESPONDENCE DATA											
Fax Number:	(650)739-7699										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	074175.0174										
NAME OF SUBMITTER:	Bernadette J. Lee										

Total Attachments: 5
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**PATENT
 REEL: 021336 FRAME: 0474**

CH \$40.00 12180486

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Assignment of **SYSTEM AND METHOD FOR WORD-OF-MOUTH ADVERTISING**
From Christopher William Higgins, Marc Davis, Joseph O'Sullivan and Ron Martinez, to Yahoo! Inc.
6569/54301US1/Y02439US00

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:

SYSTEM AND METHOD FOR WORD-OF-MOUTH ADVERTISING

- for which I have executed a U.S. patent application on even date herewith.
- which bears U.S. application serial No. 12/015,115, filed January 16, 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

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applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.

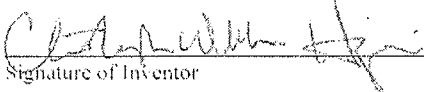
(d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(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 Christopher William Higgins have executed this document on the date indicated below.


Signature of Inventor

04-28-08
Date

Portland, Oregon
Inventor's City, State of residence


Witnessed by:

(1) 
Signature of Witness

4-28-08
Date

Mary Layton
Print Witness Name

Aloha, OR
Witness' City, State of residence

(2) 
Signature of Witness

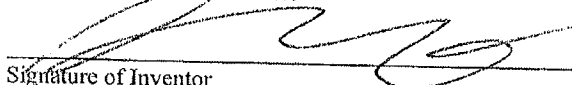
4/28/08
Date

ERIC LAYTON
Print Witness Name

Aloha, OR
Witness' City, State of residence

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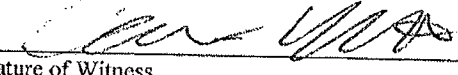
IN TESTIMONY WHEREOF, I Marc Davis have executed this document on
 the date indicated below.


 Signature of Inventor

05/02/2008
 Date

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

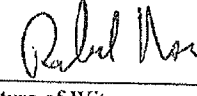
Witnessed by:

(1) 
 Signature of Witness

05-01-08
 Date

Christopher Paretti
 Print Witness Name

San Francisco, CA
 Witness' City, State of residence

(2) 
 Signature of Witness

1-MAY-08
 Date

RAHUL NAIR
 Print Witness Name

OAKLAND, CA
 Witness' City, State of residence

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


 Signature of Inventor

4.29.08
 Date

Oakland, California
 Inventor's City, State of residence

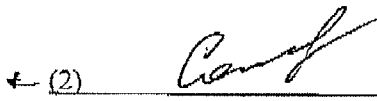
Witnessed by:

(1) 
 Signature of Witness

4.29.08
 Date

Wendy Castlemann
 Print Witness Name

San Jose, CA
 Witness' City, State of residence

(2) 
 Signature of Witness


4/29/08
 Date

Saida Sapieva
 Print Witness Name

Mountain View, CA
 Witness' City, State of residence

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


Signature of Inventor

4/28/08
Date

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

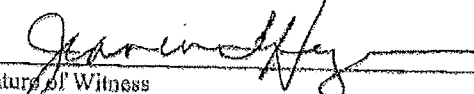
Witnessed by:

(1) 
Signature of Witness

4/28/08
Date

Matthew LeBlanc
Print Witness Name

Belmont, CA
Witness' City, State of residence

(2) 
Signature of Witness

28 April 08
Date

Jeanine L Hayes
Print Witness Name

San Francisco, CA
Witness' City, State of residence