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Patent and Trademark Office

Atty Ref/Docket No.: 2043.548US1

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

2. Name and address of receiving party(ies):

1. Name of conveying party(ies):

Name: eBay Inc.

Vipul C. Dalal, Eric Noel Billingsley, James Ladd,
Sanjay Pundlkrao Ghatare, Randall Scott Shoup, Suhail
Ansari, Gunshakar Cemballi and Neelakantan
Sundaresan

Street Address: 2145 Hamilton Avenue

City: San Jose State: CA Zip: 95125

Additional name(s) of conveying party(ies) attached?

Additional name(s) & address(es) attached? ☐ Yes ☒ No☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger☐ Security Agreement ☐ Change of Name☐ OtherExecution Date: May 19, 2008, May 19, 2008, May 19,
2008, May 20, 2008, May 21, 2008, July 25, 2008, May
9, 2008, May 9, 2008

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 12/126,709, filed May 23, 2008

Additional numbers attached? ☐ Yes ☒ No5. Name and address of party to whom correspondence
concerning document should be mailed:Name: James H. Salter6. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41): \$ 40.00

Address:

Schwegman, Lundberg & Woessner, P.A.

P.O. Box 2938

Minneapolis, MN 55402-0938

☐ Enclosed☒ Authorized to be charged to deposit account
19-07438. Please charge any additional fees or credit any over
payments to our Deposit Account No.: 19-0743

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy
of the original document.James H. Salter/Reg. No. 35.668

Signature

August 6, 2008

Date

Total number of pages including cover sheet: 10

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Mail Stop Assignment Recordation Services
P.O. Box 1450
Alexandria, VA 22313-1450

PATENT

REEL: 021352 FRAME: 0285

700380479

CH \$40.00 190743 12126709

ASSIGNMENT

WHEREAS, We, Vipul C. Dalal, residing at 1451 Firebird Way, Sunnyvale, CA 94087, and Eric Noel Billingsley, residing at 1100 Fewtrell Drive, Campbell, CA 95008, and James Ladd, residing at 2182 Casa Mil Dr., San Jose, CA 95124, and Sanjay Pundlkrao Ghatore, residing at 3269 Palmo Court, San Jose, CA 95135, and Randall Scott Shoup, residing at 533 Liberty Street, San Francisco, CA 94114, and Suhail Ansari, residing at 80 Descanso Drive, #3311, San Jose, CA 95134, and Gunshekar Cemballi, residing at 10230 N Foothill Blvd, E24, Cupertino, CA 95014, and Neelakantan Sundaresan, residing at 2720 Wasatch Drive, Mountain View, CA 94040, made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States entitled SYSTEM AND METHOD FOR CONTEXT AND COMMUNITY BASED CUSTOMIZATION FOR A USER EXPERIENCE;

WHEREAS, We hereby authorize and request our attorneys, as listed on the Combined Declaration and Power of Attorney, at Schwegman, Lundberg & Woessner, P.A., located at 121 South Eighth Street, Suite 1600, Minneapolis, MN 55402, to insert here in parentheses (Ser. No. 12/126,709; Filing Date: May 23, 2008) the filing date and application number of said application when known.

AND WHEREAS, eBay Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 2145 Hamilton Avenue, San Jose, CA 95125 (hereinafter "Assignee"), is desirous of acquiring the entire right, priority right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

Docket No: 2043.548US1
Page 2 of 9

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 19 day of

May, 2008.

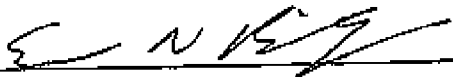


Vipul C. Dalal

Docket No: 2043.548US1
Page 3 of 9

IN TESTIMONY WHEREOF, I have hereunto set my hand this 19th day of

May, 2008.

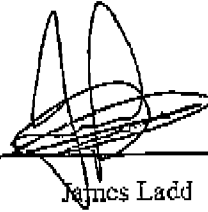


Eric N. Billingsley

Docket No: 2043.548US1
Page 4 of 9

IN TESTIMONY WHEREOF, I have hereunto set my hand this 19th day of

May, 2008.




James Ladd

Docket No: 2043.548US1
Page 5 of 9

IN TESTIMONY WHEREOF, I have hereunto set my hand this 20 day of

May, 2008.



Sanjay P. Ghatare

Docket No: 2043 548US1
Page 6 of 9

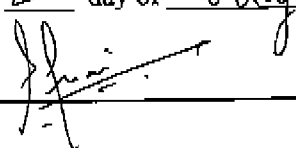
IN TESTIMONY WHEREOF, I have hereunto set my hand this 21st day of
May, 2008.



Randall S. Shoup

Docket No: 2043.548US1
Serial Number : 12/126,709
Filing Date : May 23, 2008
Page 7 of 9

IN TESTIMONY WHEREOF, I have hereunto set my hand this 25th day of July, 2008.



Suhail Ansari

Docket No: 2049,548US1
Page 8 of 9

IN TESTIMONY WHEREOF, I have hereunto set my hand this 9th day of

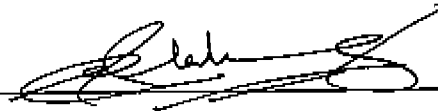
May, 2008.

C. G. Gumbekar

Gumbekar Cembali

Docket No: 2043.548US1
Page 9 of 9

IN TESTIMONY WHEREOF, I have hereunto set my hand this 9th day of
May, 2008.



Neelakantan Sundaresan

SCHWEGMAN ■ LUNDBERG ■ WOESSNER
PATENT, TRADEMARK & COPYRIGHT ATTORNEYS
P.O. Box 2938

Minneapolis, MN 55402

Telephone (612) 373-6900

Facsimile (612) 339-3061

Date:

August 6, 2008

Time:

1:58 p.m.
(Minneapolis, Minn.)

TO:

Commissioner for Patents

Attn: Assignment Recordation Services

Patent Examining Corps

Facsimile Center

P.O. Box 1450

Alexandria, VA 22313-1450

FAX NUMBER 571-273-0140

FROM: James H. Salter

OUR REF: 2043.548US1

Documents Transmitted:

Assignment (9 pages), Assignment Recordation Form Cover Sheet (1 page), authorization to charge Deposit Account No. 19-0743 in the amount of \$40.00 to cover the Assignment Recording Fee.

Total pages of this transmission, including cover letter: (11 pgs)

If you do NOT receive all of the pages described above, please telephone us at 612-373-6900 or fax us at 612-339-3061.

In re. Patent Application of: Vipul Dalal et al.

Serial No.: 12/126,709

Filed: May 23, 2008

Title: **SYSTEM AND METHOD FOR CONTEXT AND COMMUNITY BASED
CUSTOMIZATION FOR A USER EXPERIENCE**

Examiner:

Group Art Unit: 2173

Docket No.: 2043.548US1

Please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

By: [Signature]

Name: James H. Salter

Reg. No. 35,668

I hereby certify that this paper is being transmitted by facsimile to the U.S. Patent and Trademark Office on the date shown below.

[Signature]
Susan Miranda

Date

August 6, 2008