

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Marc Eliot Davis</td> <td>09/26/2008</td> </tr> <tr> <td>Michael Spiegelman</td> <td>09/18/2008</td> </tr> <tr> <td>Chris Kalaboukis</td> <td>09/29/2008</td> </tr> <tr> <td>Ronald Martinez</td> <td>09/19/2008</td> </tr> <tr> <td>Nicola Stefano Ghezzi</td> <td>09/17/2008</td> </tr> <tr> <td>Christopher T. Paretti</td> <td>09/29/2008</td> </tr> <tr> <td>Christopher William Higgins</td> <td>09/17/2008</td> </tr> </tbody> </table>		Name	Execution Date	Marc Eliot Davis	09/26/2008	Michael Spiegelman	09/18/2008	Chris Kalaboukis	09/29/2008	Ronald Martinez	09/19/2008	Nicola Stefano Ghezzi	09/17/2008	Christopher T. Paretti	09/29/2008	Christopher William Higgins	09/17/2008
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Christopher T. Paretti	09/29/2008																
Christopher William Higgins	09/17/2008																
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>12241687</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12241687												
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CORRESPONDENCE DATA																	
Fax Number:	(212)801-6400																
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone:	212-801-9200																
Email:	NYIPMAIL@GTLAW.COM																
Correspondent Name:	YAHOO! INC. C/O JAMES J. DeCARLO																
Address Line 1:	200 PARK AVENUE, 34TH FL.																
Address Line 2:	GREENBERG TRAURIG, LLP																
Address Line 4:	NEW YORK, NEW YORK 10166																
ATTORNEY DOCKET NUMBER:	085804.095200																

CH \$40.00 12241687

PATENT

500662334

REEL: 021608 FRAME: 0703

NAME OF SUBMITTER:

Shoba Jaglal-Grullon

Total Attachments: 9

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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:

SYSTEM AND METHOD FOR REPORTING AND ANALYSIS OF MEDIA CONSUMPTION DATA

- for which I have executed a U.S. patent application on even date herewith.
- which bears U.S. application serial No. 12/241,687, filed 30 September 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.

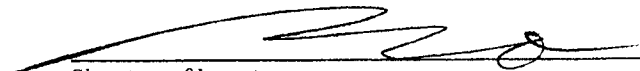
(d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(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 Marc Eliot Davis have executed this document on the date indicated below.



Signature of Inventor


9/26/2008

Date

San Francisco, California

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

9/26/08

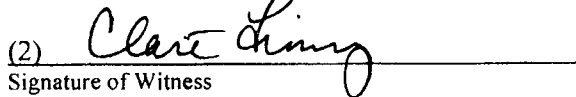
Date

Jian Chen

Print Witness Name

Palo Alto, CA

Witness' City, State of residence

(2) 

Signature of Witness

9/26/08

Date

Clare Finney

Print Witness Name

Campbell, CA

Witness' City, State of residence

System and Method for Reporting and Analysis of Media Consumption Data
 By Marc Elliot Davis, Michael Spiegelman, Chris Kalaboukis, Ronald Martinez, Nicola Stefano Ghezzi,
 Christopher T. Paretti and Christopher William Higgins
 Attorney Docket No.: 085804-095200 / Y04454US00

IN TESTIMONY WHEREOF, I Michael Spiegelman have executed this document on the date indicated below.

Michael Spiegelman
 Signature of Inventor

9/18/08
 Date

Los Angeles, California
 Inventor's City, State of residence

Witnessed by:

(1) *[Signature]*
 Signature of Witness

18th Sept 2008
 Date

TRACI FERNANDEZ
 Print Witness Name

London UK
 Witness' City, State of residence

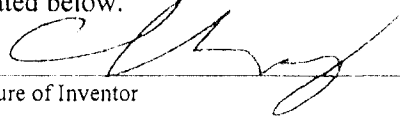
(2) *Albert Treacy*
 Signature of Witness

18 Sept 08
 Date

ALBERT TREACY
 Print Witness Name

LONDON, UK
 Witness' City, State of residence

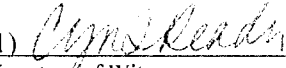
IN TESTIMONY WHEREOF, I Chris Kalaboukis have executed this document on the date indicated below.


Signature of Inventor

9/29/2008
Date

Los Gatos, California
Inventor's City, State of residence

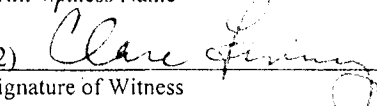
Witnessed by:

(1) 
Signature of Witness

9/29/08
Date

Cynthia Reader
Print Witness Name

Los Gatos, CA
Witness' City, State of residence

(2) 
Signature of Witness


9/29/08
Date

Clare Finney
Print Witness Name

Campbell, CA
Witness' City, State of residence

System and Method for Reporting and Analysis of Media Consumption Data
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Christopher T. Paretti and Christopher William Higgins
Attorney Docket No.: 085804-095200 / Y04454US00

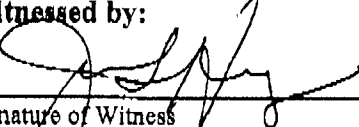
IN TESTIMONY WHEREOF, I Ronald Martinez have executed this document on the date indicated below.


Signature of Inventor

9/19/08
Date

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

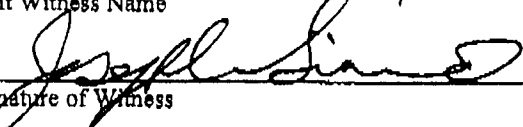
Witnessed by:

(1) 
Signature of Witness

9/19/08
Date

Jeanine L Hayes
Print Witness Name

San Francisco, CA
Witness' City, State of residence

(2) 
Signature of Witness

9/19/08
Date

Joseph Sina
Print Witness Name

San Francisco, CA
Witness' City, State of residence

System and Method for Reporting and Analysis of Media Consumption Data
 By Marc Elliot Davis, Michael Spiegelman, Chris Kalaboukis, Ronald Martinez, Nicola Stefano Ghezzi,
 Christopher T. Paretti and Christopher William Higgins
 Attorney Docket No.: 085804-095200 / Y04454US00

IN TESTIMONY WHEREOF, I Nicola Stefano Ghezzi have executed this document on the date indicated below.

Nicola Stefano Ghezzi
 Signature of Inventor

09/17/2008
 Date

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

Witnessed by:

(1) *Mariana O. Souza*
 Signature of Witness

09/17/2008
 Date

Mariana O. Souza
 Print Witness Name

Miami, FL, USA
 Witness' City, State of residence

(2) *Maureen Cassera*
 Signature of Witness

09/17/2008
 Date

MAUREEN CASSEBA
 Print Witness Name

MILAN, ITALY
 Witness' City, State of residence

System and Method for Reporting and Analysis of Media Consumption Data
 By Marc Elliot Davis, Michael Spiegelman , Chris Kalaboukis, Ronald Martinez, Nicola Stefano Ghezzi,
 Christopher T. Paretti and Christopher William Higgins
 Attorney Docket No.: 085804-095200 / Y04454US00

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

Christopher T Paretti
 Signature of Inventor

9-29-08
 Date

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

Witnessed by:

(1) *Clare Finney*
 Signature of Witness

9/29/08
 Date

Clare Finney
 Print Witness Name

Campbell, CA
 Witness' City, State of residence

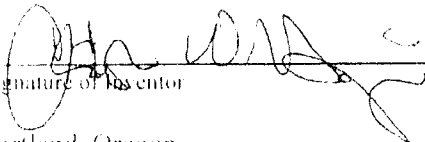
(2) *Rahul Nair*
 Signature of Witness

29-SEPT-08
 Date

RAHUL NAIR
 Print Witness Name

SUNNYVALE, CA
 Witness' City, State of residence

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



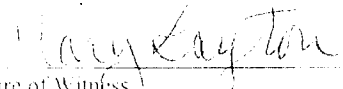
Signature of Inventor
Portland, Oregon

Inventor's City, State of residence

9-17-08

Date

Witnessed by:

(1) 

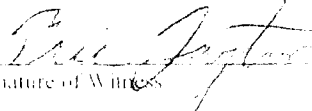
Signature of Witness
Mary Layton

Print Witness Name

9-17-08

Date
Aloha, OR

Witness' City, State of residence

(2) 

Signature of Witness
ERIC LAYTON

Print Witness Name

9-17-08

Date
ALOHA, OR

Witness' City, State of residence