

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Darshan V. Kantak</td><td>09/29/2008</td></tr><tr><td>Sai-Ming Li</td><td>09/29/2008</td></tr><tr><td>Michael A. Schwarz</td><td>09/29/2008</td></tr><tr><td>R. Preston McAfee</td><td>09/29/2008</td></tr><tr><td>Jack Z. Xie</td><td>09/29/2008</td></tr></tbody></table>	Name	Execution Date	Darshan V. Kantak	09/29/2008	Sai-Ming Li	09/29/2008	Michael A. Schwarz	09/29/2008	R. Preston McAfee	09/29/2008	Jack Z. Xie	09/29/2008	
Name	Execution Date												
Darshan V. Kantak	09/29/2008												
Sai-Ming Li	09/29/2008												
Michael A. Schwarz	09/29/2008												
R. Preston McAfee	09/29/2008												
Jack Z. Xie	09/29/2008												
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"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12240826</td></tr></tbody></table>	Property Type	Number	Application Number:	12240826									
Property Type	Number												
Application Number:	12240826												
CORRESPONDENCE DATA													
Fax Number:	(510)663-0920												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	510.663.1100												
Email:	kfarrell@wavsip.com												
Correspondent Name:	Weaver Austin Villeneuve & Sampson LLP												
Address Line 1:	500 12th Street												
Address Line 2:	Suite 200												
Address Line 4:	Oakland, CALIFORNIA 94607												
ATTORNEY DOCKET NUMBER:	YAH1P173												
NAME OF SUBMITTER:	Mary R. Olynick												

CH \$40.00 12240826

500662506

PATENT
REEL: 021609 FRAME: 0572

Total Attachments: 25

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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:

ESTIMATING ON-LINE ADVERTISING INVENTORY VALUE BASED ON CONTRACT ELIGIBILITY INFORMATION

- ☒ 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

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.

(h)


IN TESTIMONY WHEREOF, I Darshan V. Kantak have executed this document on the date indicated below.


Signature of Inventor

9/29/08
Date

Pasadena, California
Inventor's City, State of residence

Witnessed by:

(1) 
Signature of Witness

9/29/08
Date

BENJAMIN M CASS
Print Witness Name

STEVENSON RANCH, CA
Witness' City, State of residence

(2) 
Signature of Witness

9/29/08
Date

Eric Box
Print Witness Name

Altadena, CA

IN TESTIMONY WHEREOF, I Sai-Ming Li have executed this document on the date indicated below.

Signature of Inventor

Date

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

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

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

Signature of Inventor

Date

Berkeley, California
Inventor's City, State of residence

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

Assignment of Estimating On-line Advertising Inventory Value Based on Contract Eligibility Information by
Darshan V. Kantak, Sai-Ming Li, Michael A. Schwarz, R. Preston McAfee and Jack Z. Xie o to Yahoo! Inc.
YAH1P173/ Y04875US00

(2) _____
Signature of Witness Date _____

Print Witness Name Witness' City, State of residence _____

IN TESTIMONY WHEREOF, I R. Preston McAfee have executed this document
on the date indicated below.

Signature of Inventor Date _____

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

Witnessed by:

(1) _____
Signature of Witness Date _____

Print Witness Name Witness' City, State of residence _____

(2) _____
Signature of Witness Date _____

Print Witness Name Witness' City, State of residence _____

IN TESTIMONY WHEREOF, I Jack Z. Xie have executed this document on the
date indicated below.

Signature of Inventor Date _____

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

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Darshan V. Kantak, Sai-Ming Li, Michael A. Schwarz, R. Preston McAfee and Jack Z. Xie o to Yahoo! Inc.
YAH1P173/ Y04875US00

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

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

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(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.

(h)

IN TESTIMONY WHEREOF, I Darshan V. Kantak have executed this document on the date indicated below.

Signature of Inventor

Date

Pasadena, California

Inventor's City, State of residence

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

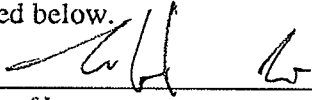
2)

Signature of Witness

Date

Print Witness Name

IN TESTIMONY WHEREOF, I Sai-Ming Li have executed this document on the date indicated below.



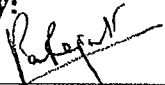
Signature of Inventor

9/29/2008

Date

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

Witnessed by:

(1) 

Signature of Witness

09/29/2008

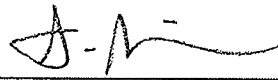
Date

PARESH RASWAT

Print Witness Name

Sunnyvale, CA

Witness' City, State of residence

(2) 

Signature of Witness

09/29/2008

Date

SRIRAM SANKARAN

Print Witness Name

FOSTER CITY CA

Witness' City, State of residence

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

Signature of Inventor

Date

Berkeley, California
Inventor's City, State of residence

Witnessed by:

(1) _____
Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

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YAH1P173/ Y04875US00

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

IN TESTIMONY WHEREOF, I R. Preston McAfee have executed this document
on the date indicated below.

Signature of Inventor

Date

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

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

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Signature of Inventor

Date

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

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Date

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Witness' City, State of residence

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(h)

IN TESTIMONY WHEREOF, I Darshan V. Kantak have executed this document on the date indicated below.

Signature of Inventor

Date

Pasadena, California
Inventor's City, State of residence

Witnessed by:

(1) _____
Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

2) _____
Signature of Witness

Date

Print Witness Name

IN TESTIMONY WHEREOF, I Sai-Ming Li have executed this document on the date indicated below.

Signature of Inventor

Date

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

Witnessed by:

(1) _____
Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2) _____
Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

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

M. Schwarz
Signature of Inventor

29 Sept 08
Date

Berkeley, California
Inventor's City, State of residence

Witnessed by:

(1) Robert McMillan
Signature of Witness

29 Sept. '08
Date

ROBERT McMILLAN
Print Witness Name

TORONTO, ONTARIO
Witness' City, State of residence

(2) J. Jue-Steuck
Signature of Witness

Jennifer Jue-Steuck
Print Witness Name

29 September 2008
Date

Laguna Beach, California
Witness' City, State of residence

IN TESTIMONY WHEREOF, I R. Preston McAfee have executed this document
on the date indicated below.

Signature of Inventor

Date

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

Witnessed by:

(1) _____
Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2) _____
Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Jack Z. Xie have executed this document on the
date indicated below.

Signature of Inventor

Date

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

Assignment of Estimating On-line Advertising Inventory Value Based on Contract Eligibility Information by
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YAH1P173/ Y04875US00

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

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Signature of Witness

Date

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Witness' City, State of residence

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PATENT

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Signature of Inventor

Date

Pasadena, California

Inventor's City, State of residence

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

2)

Signature of Witness

Date

Print Witness Name

IN TESTIMONY WHEREOF, I Sai-Ming Li have executed this document on the date indicated below.

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Date

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

Witnessed by:

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Date

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Witness' City, State of residence

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

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Signature of Inventor

Date

Berkeley, California
Inventor's City, State of residence

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

IN TESTIMONY WHEREOF, I R. Preston McAfee have executed this document
on the date indicated below.

Signature of Inventor

Date

San Marino, California

Inventor's City, State of residence

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Jack Z. Xie have executed this document on the
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Signature of Inventor

Date

San Francisco, California

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- (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.

(h)

IN TESTIMONY WHEREOF, I Darshan V. Kantak have executed this document on the date indicated below.

Signature of Inventor

Date

Pasadena, California

Inventor's City, State of residence

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

2)

Signature of Witness

Date

Print Witness Name

Assignment of Estimating On-line Advertising Inventory Value Based on Contract Eligibility Information by
Darshan V. Kantak, Sai-Ming Li, Michael A. Schwarz, R. Preston McAfee and Jack Z. Xie o to Yahoo! Inc.
YAHIP173/ Y04875US00

IN TESTIMONY WHEREOF, I Sai-Ming Li have executed this document on the date
indicated below.

Signature of Inventor

Date

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

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

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

Signature of Inventor

Date

Berkeley, California
Inventor's City, State of residence

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

Assignment of Estimating On-line Advertising Inventory Value Based on Contract Eligibility Information by
Darshan V. Kantak, Sai-Ming Li, Michael A. Schwarz, R. Preston McAfee and Jack Z. Xie to Yahoo! Inc.
YAH1P173/ Y04875US00

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

IN TESTIMONY WHEREOF, I R. Preston McAfee have executed this document
on the date indicated below.

Signature of Inventor

Date

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

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Jack Z. Xie have executed this document on the
date indicated below.

Jack Z. Xie

Signature of Inventor

9/29/08

Date

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

Witnessed by:

(1) Man Uping
Signature of Witness

07/29/08
Date

Wenjing Ma
Print Witness Name

Santa Clara, CA.
Witness' City, State of residence

(2) Sumantu Jagannath
Signature of Witness

09/29/2008
Date

SUMANTU JAGANNATH
Print Witness Name

Sunnyvale, CA
Witness' City, State of residence