

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>WenJing MA</td> <td>09/30/2008</td> </tr> <tr> <td>Long Ji LIN</td> <td>09/30/2008</td> </tr> <tr> <td>Jian YANG</td> <td>09/30/2008</td> </tr> </tbody> </table> | | Name | Execution Date | WenJing MA | 09/30/2008 | Long Ji LIN | 09/30/2008 | Jian YANG | 09/30/2008 |
| Name | Execution Date | | | | | | | | |
| WenJing MA | 09/30/2008 | | | | | | | | |
| Long Ji LIN | 09/30/2008 | | | | | | | | |
| Jian YANG | 09/30/2008 | | | | | | | | |
| 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>12243347</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 12243347 | | | | |
| Property Type | Number | | | | | | | | |
| Application Number: | 12243347 | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | |
| Fax Number: | (215)979-1020 | | | | | | | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | | | | | | | |
| Phone: | 2159791250 | | | | | | | | |
| Email: | sekoffs@duanemorris.com | | | | | | | | |
| Correspondent Name: | Steven E. Koffs | | | | | | | | |
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| Address Line 2: | 30 S 17th Street | | | | | | | | |
| Address Line 4: | Philadelphia, PENNSYLVANIA 19103 | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | R1392-00026 | | | | | | | | |
| NAME OF SUBMITTER: | Steven E. Koffs | | | | | | | | |

Total Attachments: 4
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Assignment of DEMAND FORECASTING SYSTEM AND METHOD FOR ONLINE ADVERTISEMENTS
 by WenJing MA, Long Ji LIN, and Jian YANG to Yahoo! Inc.
 R1392-00026 /Y04901US00

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:

DEMAND FORECASTING SYSTEM AND METHOD FOR ONLINE ADVERTISEMENTS

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.

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(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, WenJing MA have executed this document on the date indicated below.

WenJing MA
Signature of Inventor

09/30/08
Date

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

Witnessed by:

(1) [Signature]
Signature of Witness

9/30/2008
Date

SRIVIVASAN RAJAGOPAL
Print Witness Name

SAN JOSE, CA
Witness' City, State of residence

(2) [Signature]
Signature of Witness

30/SEP/2008
Date

SUMANTH JAGANNATH
Print Witness Name

SUNNYVALE, CA
Witness' City, State of residence

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R1392-00026 /Y04901US00

IN TESTIMONY WHEREOF, I, Long Ji LIN have executed this document on the date indicated below.

Long Ji Lin
Signature of Inventor

9/30/08
Date

San Jose, CA
Inventor's City, State of residence

Witnessed by:

(1) Jack Z. Xie
Signature of Witness

9/30/08
Date

JACK Z XIE
Print Witness Name

SAN FRANCISCO CA
Witness' City, State of residence

(2) Sumanth J
Signature of Witness


30/SEP/2008
Date

SUMANTH JAGANNATH
Print Witness Name

SUNNYVALE, CA
Witness' City, State of residence

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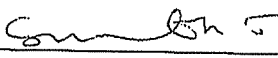
IN TESTIMONY WHEREOF, I, Jian YANG have executed this document on the date indicated below.


Signature of Inventor

9/30/2008
Date

Palo Alto, CA
Inventor's City, State of residence

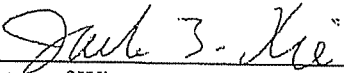
Witnessed by:

(1) 
Signature of Witness

SEP/30/2008
Date

SUMANTH JAGANNATH
Print Witness Name

SUNNYVALE, CA
Witness' City, State of residence

(2) 
Signature of Witness

9/30/2008
Date

JACK Z. XIE
Print Witness Name

SAN FRANCISCO CA
Witness' City, State of residence