

## 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>Olivier Chapelle</td><td>11/17/2008</td></tr><tr><td>Anne Ya Zhang</td><td>11/17/2008</td></tr></tbody></table>	Name	Execution Date	Olivier Chapelle	11/17/2008	Anne Ya Zhang	11/17/2008	
Name	Execution Date						
Olivier Chapelle	11/17/2008						
Anne Ya Zhang	11/17/2008						
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"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12273425</td></tr></tbody></table>	Property Type	Number	Application Number:	12273425			
Property Type	Number						
Application Number:	12273425						
CORRESPONDENCE DATA							
Fax Number:	(408)414-1076						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	(408) 414-1080						
Email:	gchavarria@hptb-law.com						
Correspondent Name:	Hickman Palermo Truong & Becker LLP						
Address Line 1:	2055 Gateway Place						
Address Line 2:	Suite 550						
Address Line 4:	San Jose, CALIFORNIA 95110						
ATTORNEY DOCKET NUMBER:	50269-1105						
NAME OF SUBMITTER:	Gloria Chavarria						
Total Attachments: 3 source=50269_1105_ASSIGNMENT__11_18_2008#page1.tif source=50269_1105_ASSIGNMENT__11_18_2008#page2.tif							

OP \$40.00 12273425

500708517

PATENT  
REEL: 021856 FRAME: 0510



Assignment of Click Model For Search Rankings by Olivier Chapelle, and Anne Ya Zhang to Yahoo! Inc.  
50269-1105/Y04803US00

## 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:

### CLICK MODEL FOR SEARCH RANKINGS

- ☒ 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

Assignment of Click Model For Search Rankings by Olivier Chapelle, and Anne Yu Zhang to Yahoo! Inc.  
50269-1105/ Y04803US00

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 Olivier Chapelle have executed this document on the date indicated below.

Signature of Inventor

Date

Mountain View, California

Inventor's City, State of residence

Witnessed by:

(1)

Signature of Witness

Print Witness Name

(2)

Signature of Witness

Print Witness Name

Date

Witness' City, State of residence

Date

Witness' City, State of residence

Assignment of Click Model For Search Rankings by Olivier Chapelle, and Anne Yu Zhang to Yahoo! Inc.  
50269-1105/ Y04803US00

IN TESTIMONY WHEREOF, I Anne Yu Zhang have executed this document on the date indicated below.

[Signature]  
Signature of Inventor

11/17/2008  
Date

Sunnyvale, California  
Inventor's City, State of residence

Witnessed By:

(1)

[Signature]  
Signature of Witness

11/17/2008  
Date

AME SCHULTZ  
Print Witness Name

Pasadena, CA  
Witness' City, State of residence

(2)

HANG CUI  
Signature of Witness

11/17/2008  
Date

HANG CUI  
Print Witness Name

San Jose, CA  
Witness' City, State of residence