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PATENTS ONLY

Atty Ref/Docket No.: 2043.588US1

Patent and Trademark Office

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

1. Name of conveying party(ies): Vipul C. Dalal and Rangaraj Keshavamurthy Belur  
 Additional name(s) of conveying party(ies) attached? [ ] Yes [X] No

2. Name and address of receiving party(ies): Name: eBay Inc.  
 Street Address: 2145 Hamilton Avenue  
 City: San Jose State: CA Zip: 95125  
 Additional name(s) & address(es) attached? [ ] Yes [X] No

3. Nature of conveyance:  
 Assignment [ ] Merger  
 Security Agreement [ ] Change of Name  
 Other

Execution Date: December 4, 2008, December 4, 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. 12/315,687, filed December 5, 2008

Additional numbers attached? [ ] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: James H. Salter  
 Address: Schwegman, Lundberg & Woessner, P.A.  
 P.O. Box 2938  
 Minneapolis, MN 55402-0938

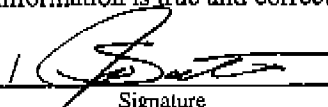
6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account 19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

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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  
 Name of Person Signing  Signature 01/07/09 Date

Total number of pages including cover sheet: 4

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

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

PATENT

REEL: 022087 FRAME: 0179

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CH \$40.00 190743 12315687

**ASSIGNMENT**

WHEREAS, We, Vipul C. Dalal, residing at 1451 Firebird Way, Sunnyvale, CA 94087, and Rangaraj Keshavaniurthy Belur, residing at 5995 Prospect Road, San Jose, CA 95129, 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 ORCHESTRATION OF 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. 12/315,687; Filing Date: December 5, 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;

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.

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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 4<sup>th</sup> day of  
December, 2008.



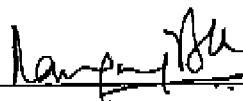
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Vipul C. Dalal

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IN TESTIMONY WHEREOF, I have hereunto set my hand this 4<sup>th</sup> day of  
December, 2008.



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Rangaraj K. Belur