

RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 2043.608US1

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, Jing Chen, Suhail Ansari and James Ladd

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) of conveying party(ies) attached?

[] Yes [X] No

Additional name(s) & address(es) attached? [] Yes [X] No

3. Nature of conveyance:

- Assignment [] Merger
- Security Agreement [] Change of Name
- Other

Execution Date: August 29, 2008, September 29, 2008, October 8, 2008, September 10, 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. 12/261,952, filed October 30, 2008

Additional numbers attached? [] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mark R. Vatuone

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

DO NOT USE THIS SPACE

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.

Mark R. Vatuone/Reg. No. 53.719

Name of Person Signing

Mark R. Vatuone
Signature

2/9/09
Date

Total number of pages including cover sheet: 6

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

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

ASSIGNMENT

WHEREAS, We, Vipul C. Dalal, residing at 1451 Firebird Way, Sunnyvale, CA 94087, and Jing Chen, residing at 886 Monte Linda Loop, Milpitas, CA 95035, and Suhail Ansari, residing at 1336 Flicker Way, Sunnyvale, CA 94087, and James Ladd, residing at 2182 Casa Mia Dr., San Jose, CA 95124, 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 TO LEARN AND DEPLOY AN OPTIMAL USER EXPERIENCE IN AN ONLINE SYSTEM;

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. 12/261,952 ; Filing Date: October 30, 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 29 day of


August, 2008.



Vipul C. Dalal

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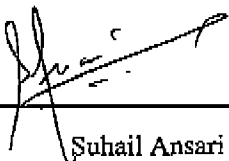
IN TESTIMONY WHEREOF, I have hereunto set my hand this 29 day of
September, 2008.



Jing Chen

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IN TESTIMONY WHEREOF, I have hereunto set my hand this 8th day of
October, 2008.

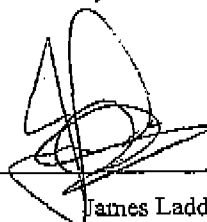


Suhail Ansari

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IN TESTIMONY WHEREOF, I have hereunto set my hand this 16th day of

September, 2008.



A handwritten signature in black ink, appearing to read 'James Ladd', is written over a horizontal line. The signature is stylized and somewhat illegible.

James Ladd