

12/14/09

12-15-2009

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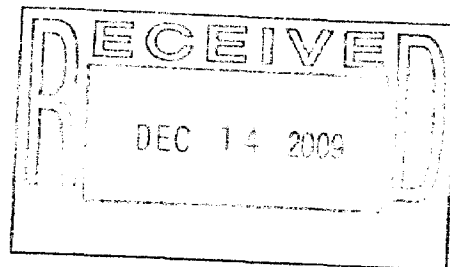


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To: Honorable Commissioner of Patents and Trademarks:

Please record the attached original document or copy thereof.



1. Names of conveying parties:

a) Mike Wexler b) Deepa Joshi

2. Name and address of receiving party:

a) Name: Yahoo! Inc.
b) Address: 701 First Avenue, Sunnyvale, CA 94089

3. Nature of conveyance

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____ ☐ License Agreement

Execution Dates: a) November 18, 2009 b) November 19, 2009

4. Application Number: 12/626,584

The title of the new application is: ALGORITHMICALLY CHOOSING WHEN TO USE
BRANDED CONTENT VERSUS AGGREGATED CONTENT

5. Please send all correspondence concerning this document to:

Jayanthi Minisandram
MARTINE PENILLA & GENCARELLA, LLP
710 Lakeway Drive, Suite 200
Sunnyvale, CA 94085
Tel. No. (408) 749-6905
Fax No.: (408) 749-6901
Customer No. 76133

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$40.00

☐ Enclosed
☒ Any deficiency is authorized to be charged to Deposit Account No. 50-0805
(Order No. YAHOP092/Y05599US00)

8. 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.

Date: December 10, 2009

Jayanthi Minisandram
Jayanthi Minisandram
Registration No. 53,330

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(Revised 01/96)

Attorney Docket No. YAHOP092/ Y05599US00

PATENT
REEL: 023659 FRAME: 0269

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:

ALGORITHMICALLY CHOOSING WHEN TO USE BRANDED CONTENT VERSUS AGGREGATED CONTENT

☒ 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

IN TESTIMONY WHEREOF, I Mike Wexler have executed this document on the
date indicated below.



Signature of Inventor

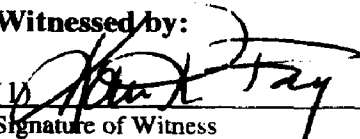
11/18/2009

Date

Santa Clara, California

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

KAREN R. FAY

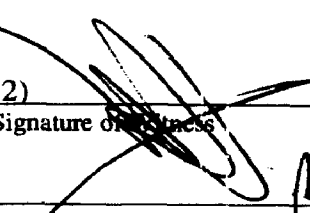
Print Witness Name

11/18/2009

Date

RALEIGH, NC

Witness' City, State of residence

(2) 

Signature of Witness

A. Waldman

Print Witness Name

11/18/2009

Date

San Francisco

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Deepa Joshi have executed this document on the
date indicated below.

Deepa Joshi
Signature of Inventor

11/19/2009
Date

Sunnyvale, California
Inventor's City, State of residence

Witnessed by:

(1) Karen R. Fay
Signature of Witness

KAREN R. FAY
Print Witness Name

11/19/2009
Date

RALEIGH, NC
Witness' City, State of residence

(2) Manasi V. Sahasrabudhe
Signature of Witness

MANASI V. SAHASRABUDHE
Print Witness Name

11/19/2009
Date

SUNNYVALE, CA
Witness' City, State of residence