

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Prasad V. Kulkarni</td> <td>04/26/2010</td> </tr> <tr> <td>Arun Ramanujapuram</td> <td>04/26/2010</td> </tr> <tr> <td>Sandeep Hejmadi</td> <td>04/23/2010</td> </tr> <tr> <td>Subrahmanyam Divakarla</td> <td>04/26/2010</td> </tr> </tbody> </table>		Name	Execution Date	Prasad V. Kulkarni	04/26/2010	Arun Ramanujapuram	04/26/2010	Sandeep Hejmadi	04/23/2010	Subrahmanyam Divakarla	04/26/2010
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Prasad V. Kulkarni	04/26/2010										
Arun Ramanujapuram	04/26/2010										
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Subrahmanyam Divakarla	04/26/2010										
<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Yahoo! Inc.</td> </tr> <tr> <td>Street Address:</td> <td>701 First Avenue</td> </tr> <tr> <td>City:</td> <td>Sunnyvale</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94089</td> </tr> </table>		Name:	Yahoo! Inc.	Street Address:	701 First Avenue	City:	Sunnyvale	State/Country:	CALIFORNIA	Postal Code:	94089
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<b>PROPERTY NUMBERS Total: 1</b>											
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (212)529-5132  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 212-529-5131        Email: <a href="mailto:vwilson@mktllp.com">vwilson@mktllp.com</a>        Correspondent Name: Mauriel Kapouytian &amp; Treffert LLP        Address Line 1: 151 1st Avenue        Address Line 2: #23        Address Line 4: New York, NEW YORK 10003</p>											
ATTORNEY DOCKET NUMBER:	10033-2004100										
NAME OF SUBMITTER:	James Woods										
Total Attachments: 6											

OP \$40.00 12774357

**501167704**

**PATENT**  
**REEL: 024339 FRAME: 0839**

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### 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:

#### BID LANDSCAPE TOOL

- ☒ 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.

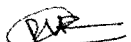
(d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(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.

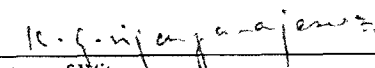
IN TESTIMONY WHEREOF, I Prasad V Kulkarni have executed this document on the date indicated below.

  
Signature of Inventor

26/04/2010  
Date

Bangalore, India  
Inventor's City, State of residence

Witnessed by:

(1)   
Signature of Witness

26 Apr 2010  
Date

VIJAYARAJESWARI G  
Print Witness Name

Bangalore, India  
Witness' City, State of residence

Assignment of BID LANDSCAPTE TOOL by Prasad V Kulkarni, Arun Ramanujapuram, Sandeep Hejmadi and  
Subrahmanyam Divakarla to Yahoo! Inc.  
10033-2004100/ Y06188US00

(2) AKT  
Signature of Witness

26 April 2010  
Date

ANKIT TANDON  
Print Witness Name

Bangalore India  
Witness' City, State of residence

Assignment of BID LANDSCAPTE TOOL by Prasad V Kulkarni, Arun Ramanujapuram, Sandeep Hejmadi and  
Subrahmanyam Divakarla to Yahoo! Inc.  
10033-2004100/ Y06188US00

IN TESTIMONY WHEREOF, I Arun Ramanujapuram have executed this  
document on the date indicated below.

Arun R  
Signature of Inventor

April 26, 2010  
Date

Bangalore, India  
Inventor's City, State of residence

Witnessed by:

(1) Anand  
Signature of Witness

April 26, 2010  
Date

ANAND T. XAVIER  
Print Witness Name

Bangalore, Karnataka, India  
Witness' City, State of residence

(2) V. Chandrashekhar  
Signature of Witness

April 26, 2010  
Date

Chandrashekhar V  
Print Witness Name

Bangalore, Karnataka, India  
Witness' City, State of residence

Assignment of BID LANDSCAPE TOOL, by Prasad V Kulkarni, Arun Ramanujapuram, Sandeep Hejmadi and Subrahmanyam Divakarla to Yahoo! Inc.  
10033-2004100/ Y06188US00

IN TESTIMONY WHEREOF, I Sandeep Hejmadi have executed this document on the date indicated below.

[Signature]  
Signature of Inventor

23 APRIL 2010  
Date

Mumbai, India

Inventor's City, State of residence

**Witnessed by:**

(1)

[Signature]  
Signature of Witness

23 APRIL 2010  
Date

RAMA CHANDRAN IYER  
Print Witness Name

MUMBAI, INDIA  
Witness' City, State of residence

(2)

[Signature]  
Signature of Witness

23 APRIL 2010  
Date

ANAND SUBRAMANYAM  
Print Witness Name

MUMBAI, INDIA  
Witness' City, State of residence

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Subrahmanyam Divakarla to Yahoo! Inc.  
10033-2004100/ Y06188US00

IN TESTIMONY WHEREOF, I Subrahmanyam Divakarla have executed this  
document on the date indicated below.

*Subrahmanyam*  
Signature of Inventor

26/Apr/2010  
Date

Bangalore, India  
Inventor's City, State of residence

Witnessed by:

(1) *Amitava Ray Chaudhuri*  
Signature of Witness

26/04/2010  
Date

AMITAVA RAY CHAUDHURI  
Print Witness Name

BANGALORE, KARNATAKA  
Witness' City, State of residence

(2) *P. Swaminathan*  
Signature of Witness

26/04/2010  
Date

P. SWAMINATHAN  
Print Witness Name

BANGALORE, KARNATAKA  
Witness' City, State of residence