

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Amit Kumar Verma	06/25/2010
Viswanathan Ramaiyer	06/25/2010
Hastagiri Prakash	06/25/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Yahoo! Inc.
<b>Street Address:</b>	701 First Avenue
<b>City:</b>	Sunnyvale
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94089
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12843762
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(408)881-0145
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Email:</b>	sarah@S2LAW.COM
<b>Correspondent Name:</b>	John Stattler
<b>Address Line 1:</b>	60 South Market Street
<b>Address Line 2:</b>	Suite 480
<b>Address Line 4:</b>	San Jose, CALIFORNIA 95113
<b>ATTORNEY DOCKET NUMBER:</b>	YHOO.P0185
<b>NAME OF SUBMITTER:</b>	John Stattler #36,285

OP \$40.00 12843762

Total Attachments: 6  
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**PATENT  
 REEL: 024842 FRAME: 0796**

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source=Y06424US00#page4.tif

**PATENT**

**RECORDATION FORM COVER SHEET  
PATENTS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

**Submission Type**

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

**Conveyance Type**

- Assignment  Security Agreement
- License  Change of Name
- Merger  Other

**Attorney Docket No.** YHOO.P0185

**Conveying Party (ies)**

Mark if additional names of conveying parties attached

**Execution Date**  
MMDDYYYY

Name (1<sup>st</sup> party) Amit Kumar Verma

Name (2<sup>nd</sup> party) Viswanathan Ramaiyer

Name (3<sup>rd</sup> party) Hastagiri Prakash

Name (4<sup>th</sup> party) \_\_\_\_\_

06/25/2010

06/25/2010

06/25/2010

**Receiving Party**

Mark if additional names of receiving parties attached

Name Yahoo! Inc.

Name A Delaware Corporation

Address 701 First Avenue

Address \_\_\_\_\_

Address Sunnyvale CA 94089

City State/Country Zip Code

If document to be recorded is an assignment and the receiving party is not domiciled in the U.S., an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment)

**Domestic Representative**

(Complete only if receiving party is not domiciled in the United States)

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

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Mail Stop Assignment Recordation Services Director of the U.S. Patent and Trademark Office, P.O. Box 1450,  
Alexandria, VA 22313-1450

**PATENT**  
**REEL: 024842 FRAME: 0798**

**Correspondent Name and Address**

Name: John Stattler  
Address: Stattler | Suh PC  
60 South Market Street  
San Jose, California 95113  
Telephone Number: (408) 881-0140, ext. 100  
Fax Number: (408) 881-0145

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

6

**Application Number(s) or Patent Number(s)**

Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property.)

**Patent Application Number(s)**

**Patent Number(s)**

12/843,762		


If this document is being filed together with a new Patent Application, enter the date the patent Application was signed by the first named executing inventor. MMDDYYYY

\*

**Patent Cooperation Treaty (PCT)**

Enter PCT application number(s) only if a U.S. Application Number has not been assigned.


**Number of Properties**

Enter the total number of properties involved

1

**Fee Amount**

Fee Amount for Propetries Listed (37CFR3.41) \$

40.00

Method of Payment: Credit Card (through EFS)  Enclosed  Deposit Account

**Deposit Account**

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

# 50 1128

Authorization to charge additional fees: Yes  No

**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. Charges to deposit account are authorized, as indicated herein.*

John Stattler  
Name of Person Signing

/John Stattler/ #36,285  
Signature

August 16, 2010  
Date

**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:

**DEDUCING SHADOW USER PROFILES FOR AD CAMPAIGNS**

- 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 Amit Kumar Verma have executed this document on the date indicated below.

Amit Kumar Verma  
Signature of Inventor

June 25, 2010  
Date

Bangalore, India  
Inventor's City, State of residence

Witnessed by:

(1) SKM S. Murthy  
Signature of Witness

JUNE 25, 2010  
Date

SATYADEEP S. MUSUVATHY  
Print Witness Name

BANGALORE, KARNATAKA, INDIA  
Witness' City, State of residence

(2) Biswanath Chakraverty  
Signature of Witness

JUNE 25, 2010  
Date

BISWANATH CHAKRAVORTY  
Print Witness Name

BANGALORE, KARNATAKA, INDIA  
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Viswanathan Ramaiyer have executed this document on  
the date indicated below.

R. Viswanath  
Signature of Inventor

JUNE 25, 2010  
Date

Bangalore, India  
Inventor's City, State of residence

**Witnessed by:**

(1) Satyadeep S. Musuvathy  
Signature of Witness

JUNE 25, 2010  
Date

SATYADEEP S. MUSUVATHY  
Print Witness Name

BANGALORE, KARNATAKA, INDIA  
Witness' City, State of residence

(2) Viswanath Chakravorty  
Signature of Witness

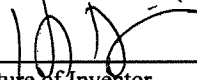
JUNE 25, 2010  
Date

BSWANATH CHAKRAVORTY  
Print Witness Name

BANGALORE, KARNATAKA, INDIA  
Witness' City, State of residence

Assignment of DEDUCING SHADOW USER PROFILES FOR AD CAMPAIGNS  
by Amit Kumar Verma, et al. to Yahoo! Inc.  
YHOO.P0185 / Y06424US00

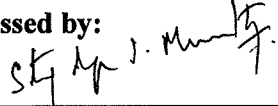
IN TESTIMONY WHEREOF, I Hastagiri Prakash have executed this document on the date indicated below.

  
\_\_\_\_\_  
Signature of Inventor

JUNE 25, 2010  
\_\_\_\_\_  
Date

Bangalore, India  
\_\_\_\_\_  
Inventor's City, State of residence

**Witnessed by:**

(1)   
\_\_\_\_\_  
Signature of Witness

JUNE 25, 2010  
\_\_\_\_\_  
Date

SATYADEEP S. MUSUVATHY  
\_\_\_\_\_  
Print Witness Name

BANGALORE, KARNATAKA, INDIA  
\_\_\_\_\_  
Witness' City, State of residence

(2)   
\_\_\_\_\_  
Signature of Witness

JUNE 25, 2010  
\_\_\_\_\_  
Date

BISWANATH CHAKRAVORTY  
\_\_\_\_\_  
Print Witness Name

BANGALORE, KARNATAKA, INDIA  
\_\_\_\_\_  
Witness' City, State of residence