

# PATENT ASSIGNMENT

Electronic Version v1.1

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Arpit Gupta	10/13/2010
<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>	12946668
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(203)529-5132
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	212-529-5131
<b>Email:</b>	jleath@mktllp.com
<b>Correspondent Name:</b>	Mauriel Kapouytian & Treffert LLP
<b>Address Line 1:</b>	151 1st Avenue
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<b>Address Line 4:</b>	New York, NEW YORK 10003
<b>ATTORNEY DOCKET NUMBER:</b>	10033-2009300
<b>NAME OF SUBMITTER:</b>	James Woods
<b>Total Attachments: 2</b> source=10033-2009300 Assignment for Recordation#page1.tif source=10033-2009300 Assignment for Recordation#page2.tif	

OP \$40.00 12946668

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**PATENT**  
**REEL: 025364 FRAME: 0714**

## 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:

### ONLINE ADVERTISING WITH ENHANCED PUBLISHER INVOLVEMENT

- ☒ 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.

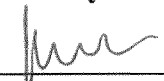
IN TESTIMONY WHEREOF, I Arpit Gupta have executed this document on the date indicated below.

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

13 / OCT / 2010  
\_\_\_\_\_  
Date

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

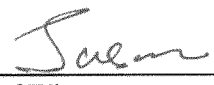
**Witnessed by:**

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

13 / 10 / 10  
\_\_\_\_\_  
Date

SHYAM KUMAR  
\_\_\_\_\_  
Print Witness Name

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

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

13 / 10 / 10  
\_\_\_\_\_  
Date

JASON WILSON  
\_\_\_\_\_  
Print Witness Name

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