

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Vishal Raithatha	12/08/2010
Karthikeyan M.	12/06/2010
John Pederzolli	12/08/2010

RECEIVING PARTY DATA

Name:	Yahoo! Inc.
Street Address:	701 First Avenue
City:	Sunnyvale
State/Country:	CALIFORNIA
Postal Code:	94089

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12965776

CORRESPONDENCE DATA

Fax Number: (408)881-0145
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 4088810140
 Email: larry@s2law.com
 Correspondent Name: John Stattler
 Address Line 1: 60 South Market Street, Suite 480
 Address Line 4: San Jose, CALIFORNIA 95113

ATTORNEY DOCKET NUMBER:	YHOO.P0198
NAME OF SUBMITTER:	John Stattler

Total Attachments: 4
 source=YHOOP0198_AssignSigned#page1.tif
 source=YHOOP0198_AssignSigned#page2.tif

OP \$40.00 12965776

501375823

**PATENT
 REEL: 025492 FRAME: 0424**

source=YHOOP0198_AssignSigned#page3.tif

source=YHOOP0198_AssignSigned#page4.tif

Assignment of SYSTEM AND METHOD for BOOKING AN ADVERTISEMENT TO AN IMPRESSION USING A TARGETING DIMENSION DICTIONARY
by Vishal Raitbatha to Yahoo! Inc.
YHOO.P0198 / Y06861US00

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:

SYSTEM AND METHOD for BOOKING AN ADVERTISEMENT TO AN IMPRESSION USING A TARGETING DIMENSION DICTIONARY

- 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

Assignment of SYSTEM AND METHOD for BOOKING AN ADVERTISEMENT TO AN IMPRESSION USING A TARGETING DIMENSION DICTIONARY by Vishal Raithatha to Yahoo! Inc. YHOO.P0198 / Y06861US00

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 Vishal Raithatha have executed this document on the date indicated below.

Signature of Inventor

Date

12/8/2010

Santa Clara, CA
Inventor's City, State of residence

Witnessed by:

(1) _____
Signature of Witness

Date

12/8/2010

Stanislav Zvinyatskovsky
Print Witness Name

East Palo Alto, CA
Witness' City, State of residence

(2) _____
Signature of Witness

Date

12/8/10

Abhay Gupta
Print Witness Name

Los Altos, CA
Witness' City, State of residence

Assignment of SYSTEM AND METHOD for BOOKING AN ADVERTISEMENT TO AN IMPRESSION USING A TARGETING DIMENSION DICTIONARY

by Vishal Raithatha to Yahoo! Inc.
YHOO.P0198 / Y06861US00

IN TESTIMONY WHEREOF, I Karthikeyan M. have executed this document on the date indicated below.

Minaid
Signature of Inventor

Dec 06, 2010
Date

Sunnyvale, CA
Inventor's City, State of residence

Witnessed by:

(1) Herbert Dazo
Signature of Witness

Dec 06, 2010
Date

HERBERT DAZO
Print Witness Name

LONDON, OK
Witness' City, State of residence

(2) Zen Liu
Signature of Witness

2010-12-06
Date

ZEN LIU
Print Witness Name

LONDON, UK
Witness' City, State of residence

Assignment of SYSTEM AND METHOD for BOOKING AN ADVERTISEMENT TO AN IMPRESSION USING A TARGETING DIMENSION DICTIONARY

by Vishal Raitbatha to Yahoo! Inc. YHOO.P0198 / Y06861US00

IN TESTIMONY WHEREOF, I John Pederzoli have executed this document on the date indicated below.

John Pederzoli
Signature of Inventor

12/8/2010
Date

Sunnyvale, CA
Inventor's City, State of residence

Witnessed by

(1) Michael Hertweck
Signature of Witness

12/8/10
Date

MICHAEL HERTWECK
Print Witness Name

PAX, AZ
Witness' City, State of residence

(2) Mary E. Berwick
Signature of Witness

12/8/2010
Date

Mary E. Berwick
Print Witness Name

Scottsdale, AZ
Witness' City, State of residence