

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Henry Feild	12/22/2010
Omer Emre Velipasaoglu	12/22/2010
Benoit Dumoulin	12/23/2010
Elizabeth F. Churchill	12/21/2010
Rosemary Jones	12/22/2010
Jeffrey Bardzell	12/23/2010
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:	12978261
CORRESPONDENCE DATA	
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Address Line 4:	New York, NEW YORK 10174
ATTORNEY DOCKET NUMBER:	600189-921

OP \$40.00 12978261

501395102

**PATENT
 REEL: 025573 FRAME: 0063**

NAME OF SUBMITTER:

Susan Formicola

Total Attachments: 7

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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:

SYSTEMS AND METHODS FOR PROVIDING SEARCH ASSISTANCE TECHNOLOGIES BASED ON USER SELF-EFFICACY AND SEARCH FRUSTRATION

- 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

Assignment of Systems And Methods For Providing Search Assistance Technologies
Based On User Self-Efficacy And Search Frustration
by Henry Feild, Omer Bour Velipusoglu, Benoit Dumoulin, Elizabeth F. Churchill,
Rosemary Jones and Jeffrey Baritzell, to Yahoo! Inc.
OK Ref: 600189-921/Yahoo! Ref: Y06756US00

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 Henry Feild have executed this document on the date indicated below.

Signature of Inventor

Date

Amherst, MA

Inventor's City, State of residence

Witnessed by:

(1) Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2) Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Omer Emre Velipasaoglu have executed this document on the date indicated below.

Omer Velipasaoglu
Signature of Inventor

12-22-2010
Date

San Francisco, CA
Inventor's City, State of residence

Witnessed by:

(1) *Chi Hoon Lee*
Signature of Witness

Dec 22 2010
Date

Chi Hoon Lee
Print Witness Name

Los Altos, CA
Witness' City, State of residence

(2) *Alpa Jain*
Signature of Witness

12/22/2010
Date

ALPA JAIN
Print Witness Name

SAN JOSE, CA
Witness' City, State of residence

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Rosemary Jones and Jeffrey Bardzell, to Yahoo! Inc.
OK Ref: 600189-921/Yahoo! Ref: Y06756US00

IN TESTIMONY WHEREOF, I Benoit Dumoulin have executed this document on the date indicated below

Benoit Dumoulin
Signature of Inventor

12/23/2010
Date

Palo Alto, CA
Inventor's City, State of residence

Witnessed by:

(1) Lyse J. Cloutier
Signature of Witness

12/31/2010
Date

LYSE J. CLOUTIER
Print Witness Name

SAINTE-GERMAIN DE GRANHAM, QUEBEC
Witness' City, State of residence

(2) Mo Jean-Louis Michaud
Signature of Witness

12/23/2010
Date

Mo Jean-Louis Michaud
Print Witness Name

SAINTE-GERMAIN DE GRANHAM, QUÉBEC
Witness' City, State of residence

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OK Ref: 600189-921/Yahoo! Ref: Y06756US00

IN TESTIMONY WHEREOF, I Elizabeth F. Churchill have executed this document on the date indicated below.

E. Churchill
Signature of Inventor

12/21/2010
Date

San Francisco, CA
Inventor's City, State of residence

Witnessed by:

(1) *[Signature]*
Signature of Witness

12/21/2010
Date

Boris Abramzon
Print Witness Name

Cupertino
Witness' City, State of residence

(2) *[Signature]*
Signature of Witness


December 21st 2010
Date

Alexandra Harte
Print Witness Name

Campbell, CA
Witness' City, State of residence

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OK Ref: 600189-921/Yahoo! Ref: Y06756US00


IN TESTIMONY WHEREOF, I Rosemary Jones have executed this document on the date indicated below.


Signature of Inventor

12/22/10
Date

Cambridge, MA
Inventor's City, State of residence

Witnessed by:

(1) 
Signature of Witness

12/22/2010
Date

AVINASH GUPTA
Print Witness Name

CAMBRIDGE, MA
Witness' City, State of residence

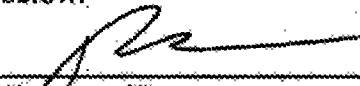
(2) 
Signature of Witness

12-22-2010
Date

Dean E. Cerrato
Print Witness Name

East Boston, MA
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Jeffrey Bardzell have executed this document on the date indicated below.



Signature of Inventor


23 Dec 2010

Date

Bloomington, IN

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

12-23-10

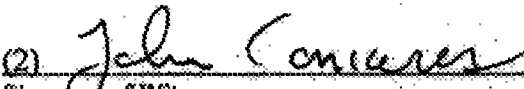
Date

Maryk Coniaris

Print Witness Name

Bloomington, IN

Witness' City, State of residence

(2) 

Signature of Witness

12-23-10

Date

John Coniaris

Print Witness Name

Bloomington, IN

Witness' City, State of residence