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Patent and Trademark Office

Atty Ref/Docket No.: 2043.810US1

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Nishith Parikh, Neelakantan Sundaresan

Additional name(s) of conveying party(ies) attached?

[] Yes [X] No

3. Nature of conveyance:

[X] Assignment [] Merger

[] Security Agreement [] Change of Name

[] Other

Execution Date: July 29, 2010, October 6, 2010

2. Name and address of receiving party(ies):

Name: eBay Inc.Street Address: 2145 Hamilton AvenueCity: San Jose State: CA Zip: 95125Country: United States of America

Additional name(s) & address(es) attached? [] Yes [X] No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 12/903,572, filed October 13, 2010

Additional numbers attached? [] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Karen L. Kaufman

Address:

Schwegman, Lundberg & Woessner, P.A.

P.O. Box 2938

Minneapolis, MN 55402-0938

6. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41): \$ 40.00

[] Enclosed

[X] Authorized to be charged to deposit account

19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

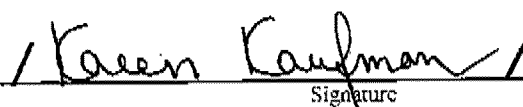
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9. Statement and signature.

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.

Karen L. Kaufman/Reg. No. 57,239

Name of Person Signing



Signature

3/31/2011

Date

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PATENT

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Attorney Docket No. 2043.810US1
Client Ref. No. P1033US1

ASSIGNMENT

WHEREAS, We, Nishith Parikh, residing at 286 Ellmar Oaks Loop, San Jose, CA 95136, and Neelakantan Sundaresan, residing at 2720 Wasatch Drive, Mountain View, CA 94040, made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent entitled PERSONALIZED SEARCH WIDGETS FOR CUSTOMIZED USER INTERFACE:

WHEREAS, We hereby authorize and request the attorneys, representing eBay Inc. on this application, at Schwegman, Lundberg & Woessner, P.A., located at 121 South Eighth Street, Suite 1600, Minneapolis, MN 55402, to insert here in parentheses (Ser. No. 12/903,572; Filing Date: Oct. 13, 2010) the filing date and application number of said application when known.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned do hereby:

SELL, ASSIGN AND TRANSFER to eBay Inc. (the "Assignee"), a corporation of the State of Delaware, having a place of business at 2145 Hamilton Avenue, San Jose, CA 95125, the entire right, title and interest for the United States and all foreign countries in and to: any and all inventions and improvements which are disclosed in the identified application for U.S. Letters Patent, and which may be further identified below; such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries on any of such inventions and/or improvements (including any applications for utility models); all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such inventions and/or improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and to claim priority based on the identified application;

AUTHORIZE AND REQUEST that any attorney associated with U.S. PTO Customer No. 49845 may (directly or through his/her designee) delete, insert, or alter any information identifying this application, or any related application, below, after execution of this Assignment;

Additional Application Information

U.S. Provisional Application Serial No. 61/348,598, filed on May 26, 2010.

No International or foreign claim for priority is being made at this time.

Assignment
Client Ref. No. P1033PRV
Assignors: Nishith Parikh et al.
Title: PERSONALIZED SEARCH WIDGETS FOR CUSTOMIZED USER INTERFACE
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Docket No: 2043.810PRV

Serial Number: 617348,598

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and/or property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such improvements in the Assignee, or for securing, maintaining and enforcing proper patent protection for such improvements;

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned, and is to extend to the benefit of the successors, assigns and nominees of the Assignee.

AGREED as of the date of my signature below:

Inventor: Is

(Signature):

N. Parikh
Name: Nishith Parikh

Date:

7/24/2010

Assignment
Client Ref. No: P1033US1
Assignors: Nishith Pankh et al.
Title: PERSONALIZED SEARCH WIDGETS FOR CUSTOMIZED USER INTERFACE
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Docket No: 2043.810US1

Inventor: 2:

(Signature)

Name: Neelakantan Sundaresan

Date: Oct 06, 2010