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PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Jay Pujara	05/13/2011
Vishwanath Tumkur Ramarao	05/26/2011
Xiaopeng Xi	05/06/2011
Martin Zinkevich	05/06/2011
Anirban Dasgupta	05/09/2011
Belle Tseng	05/06/2011
Wei Chu	05/06/2011
Jyh-Shin Gareth Shue	05/06/2011

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:	13117037

CORRESPONDENCE DATA

Fax Number: (212)588-0500

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (212) 588-0800

Email: prosecutiondocketing@flhlaw.com

Correspondent Name: Yahoo! Inc. c/o Frommer Lawrence & Haug

Address Line 1: 745 Fifth Avenue

Address Line 4: NEW YORK, NEW YORK 10151

ATTORNEY DOCKET NUMBER: 1361032-2302

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PATENT

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NAME OF SUBMITTER:	Jason Anover
Total Attachments: 10	
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ASSIGNMENT OF PATENT APPLICATION BY INVENTOR

Whereas we, the undersigned inventors (hereinafter "INVENTORS"), have invented certain new and useful improvements as set forth in the patent application entitled:

USER TRUSTWORTHINESS

X	for which We have executed a U.S. patent application on even date herewith.
	which bears U.S. application serial No., filed Concurrently Herewith.
	for which We have executed a patent application in the country of on even date herewith.
	which We 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.
	good and valuable consideration, the receipt and sufficiency of which is hereby nowledged, we, the undersigned inventors, 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, reexamination 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

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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 INVENTORS.
- (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 INVENTORS, as well as their 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 Jay Pujara have ex	ė .	
Signature of inventor	Date 5/13/20	1 (
Berwyn Heights, MD	na,	
Inventor's City, State of residence		
Witnessed by:	5/13/200	<i>1</i>
(1) Signature of Witness	******	
Stephen Back	Adelphi, Ml	
Print Witness Name	Witness' City, State of residence	
(2) Inliko Anata Signature of Witness	5/13/2011	
Signature of Witness	Date	***************************************
Galileo Namata	Alexandria, VA	1
Print Witness Name	Witness' City, State of residence	2
IN TESTIMONY WHEREOF, I <u>Vishwanath Tumk</u>	um Damanna havra armanta I shia Ia	
indicated below.	ur Kamarao nave executed this que	cument on the date
Signature of Inventor	Date	
Sunnyvale, CA		1 19 5 0年
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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 INVENTORS.
- (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 INVENTORS, as well as their 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 Jay Pujara have executed this document on the date indicated below.

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Berwyn Heights, MD Inventor's City, State of residence	
Witnessed by:	
(1)	
Signature of Witness	Date
Print Witness Name	Wilness' City, State of residence
(2)	
Signature of Witness	Date
Print Witness Name	Witness' City, State of residence
IN TESTIMONY WHEREOF, I Vishwanath Tumkur indicated below.	
THUMAN	26-MAY-2011
Signature of Inventor	Date
Sunnyvale, CA	
Inventor's City, State of residence	

Witnessed by:	
1 free Zur	MAY 26, 2011
Signature of Witness	Date
YOUNGHAM MAENG	SUNNYVALO CA Witness' City, Stake of residence
Print Witness Name	Witness' City, State of residence
(2) Signature of Witness	-, 26 May 2011
/	
John M. Agasta	Palo Alto, CA
Print Witness Name	Witness' City, State of residence
IN TESTIMONY WHEREOF, I Xiaopeng Xi hav	ve executed this document on the date indicated below
Signature of Inventor	Date
Fremont, CA 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 Martin Zinkevic below.	h have executed this document on the date indicated
Signature of Inventor	Date
Santa Clara, CA Inventor's City, State of residence	······

Witnessed by:	
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(1) Signature of Witness	Date
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IN TESTIMONY WHEREOF, I Xiaopeng Xi have exe	cuted this document on the date indicated below
X a spare Vi	05/06/2011
Signature of inventor	Date
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Inventor's City, State of residence	
Witness by:	
1 C. Ver	
(I) H-2"	05/06/2011
Signature of Witness	Date
American Alexander Manager Langue	A
Print William PARMANA BHAN	SUNNYVALE - CA
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(2) Review	5/6/2011
Signature of Witness	Date
	Summore. CA
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Print Witness Name	Witness' City, State of residence
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IN TESTIMONY WHEREOF, I Martin Zinkevich have	executed this document on the date indicated
below.	The same and administration of the same manufacture
Signature of inversor	Date
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Santa Clara, CA Inventor's City, State of residence	
and a many parter of the contractor	

Page 3 of 6

Witnessed by:	
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(1) Signature of Witness	Date
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(2)	
(2) Signature of Witness	Date
Print Witness Name	Witness' City, State of residence
IN TESTIMONY WHEREOF, I Xiaoper	100 100
Signature of Inventor	Date
Fremont, CA Inventor's City, State of residence	
Witnessed by:	
a)	
(1) Signature of Witness	Date
Print Witness Name	Witness' City, State of residence
(2) Signature of Witness	
Signature of Witness	Date
Print Witness Name	Witness' City, State of residence
IN TESTIMONY WHEREOF, I Martin 2	Zinkevich have executed this document on the date indicated
below?	5/11
Signature of Inventer	Date [‡]
Santa Clara, CA	
Inventor's City. State of residence	***************************************

Witnessed by:	
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Signature of Witness	Date /
/ Bo Pane	Sunnyvale, CA
Print Witness Name	SAND V 1/2 / CA Witness' City, State of residence
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(2) VOY A LAN Signature of Winsers	Doin Plain
	2010
Print Witness Name	MOUNTAIN VIEW, CA
Linn A mics land	Witness' City, State of residence
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IN TESTIMONY WHEDEOE I Anished December 1	
IN TESTIMONY WHEREOF, I Anirban Dasgupta ha	eve executed this document on the date indicated
duda 1	M. we can
Signature of Inventor	
//	Date / Asig
Albany, CA	A A A A A A A A A A A A A A A A A A A
Inventor's City, State of residence	recond.
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m la Co	
Signature of Witness	Date 05/09/11
	Date
Bee-Chung Chen Print Witness Name	San Jose CA
	Witness' City, State of residence
a Nalui	05/09/11
Signature of Witness	Date /
NUESH DALVI	MOUNTAIN VIEW, CA
Print Witness Name	Witness' City, State of residence
IN TESTIMONY WHEREOF, I Belle Tseng have exe	cuted this document on the date indicated below.
2.11	. / /
Signature of Inventor	Date 9 6, 2011
	mana fit,
Cupertino, CA	

Page 4 of 6

Inventor's City, State of residence

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Witnessed by:	
	t16/2011
Signature of Witness	Date
* YUANHUI WANG	Senta clara CA
Print Wings Name	Witness' City, State of residence
	5/6/2011
Signature of Witness	Date Date
Kodil in los	<u>Sunnyale</u> (1
Print Witness Pame	Witness' City, State of residence
IN TESTIMONY WHEREOF, I Wei Chu have exe	cuted this document on the date indicated below. OG / S / COI/ Date
San Jose, CA	
Inventor's City, State of residence	•
Witnessed by	6/05/2011 Date
Signature of Witness	Date
Lyndon Kennedy	Witness' City, State of residence
Print Witness Name	Witness' City, State of residence
	06/05/204
Signature of Witness	Date
xuanhui Wans	Santa clara . CA
Print Witness Name	Witness' City, State of residence
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IN TESTIMONY WHEREOF, I <u>Jyh-Shin Gareth S</u> pelow.	hue have executed this document on the date indicate
Signature of Inventor	Date
Sunnyvale, CA Inventor's City, State of residence	

Page 5 of 6

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N TESTIMONY WHEREOF, I Wei C	Thu have executed this document on the date indicated below.
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Page 5 of 6

(1) A-Selection	05/06/2011
Signature of Witness	Date
SKIHAMI ANANTHA PADMANABHAN	SUNMVALE - CA
Print Windes Name	Witness' City, State of residence
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Signature of Whites (Date
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