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U.S. DEPARTMENT OF COMMERCE  
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Omer Emre Velpasaoglu

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) July 12, 2011

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other

2. Name and address of receiving party(ies)

Name: Yahoo! Inc.

Internal Address:

Street Address: 701 First Avenue

City: Sunnyvale

State: California

Country: US

Zip: 94089

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

4. Application or patent number(s):

This document is being filed together with a new application.  
B. Patent No.(s)

A. Patent Application No.(s)

13182439

Additional numbers attached?  Yes  No

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

Name: Dave P. Pitinga

Internal Address:

Street Address: 710 Lakeway Drive, Suite 200

City: Sunnyvale

State: California

Zip: 94085

Phone Number: 408-749-6900

Fax Number: 408-749-6901

Email Address: dave@mplplaw.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
- Enclosed *Free Trial*
- None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 500805

Authorized User Name David Pitinga

9. Signature:

Signature

July 27, 2011

Date

David P. Pitinga

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

Dynamically Altered Search Assistance by Omer Emre Velipasaoglu to  
Yahoo! Inc.  
YAH0122/Y07068US00

### 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:

#### Dynamically Altered Search Assistance

- 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

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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 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 Omer Emre Velipasaoglu have executed this document on the date indicated below.

Omer Emre Velipasaoglu  
Signature of Inventor

7/12/2011  
Date

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

Witnessed by:

(1) Wei Cheng Lai  
Signature of Witness

7/12/2011  
Date

WEI CHENG LAI  
Print Witness Name

Cupertino, CA  
Witness' City, State of residence

(2) Alpa Jain  
Signature of Witness

7/12/2011  
Date

ALPA JAIN  
Print Witness Name

MOUNTAIN VIEW CA  
Witness' City, State of residence