

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Steven Andrew McClelland | 12/06/2011 |
| Michael Metcalf | 12/07/2011 |
| Fernando Padilla | 12/06/2011 |
| Sarah Jean Sosiak | 12/05/2011 |
| 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: | 13315028 |
| CORRESPONDENCE DATA | |
| Fax Number: | (510)663-0920 |
| Phone: | 5106631100 |
| Email: | tnemark@wavsip.com |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | |
| Correspondent Name: | Weaver Austin Villeneuve & Sampson LLP |
| Address Line 1: | 555 12th Street, Suite 1700 |
| Address Line 4: | Oakland, CALIFORNIA 94607 |
| ATTORNEY DOCKET NUMBER: | YAH1P278 |
| NAME OF SUBMITTER: | Elise R. Heilrunn |
| Total Attachments: 7 | |

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PATENT
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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:

GROUP PERSONALIZATION

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

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.

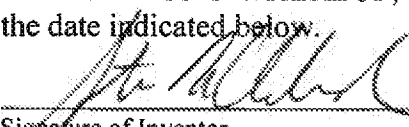
(e) Covenant not to challenge the validity or enforceability of any of the patent applications or patents assigned to ASSIGNEE hereunder.

(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.

(h)

IN TESTIMONY WHEREOF, I Steven Andrew McClelland have executed this document on the date indicated below.



Signature of Inventor

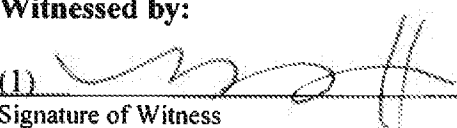
6 Dec 2011

Date

San Francisco, CA

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

12-06-11

Date

MICHAEL WADE BARNETT

Print Witness Name

PLEASANT HILL, CA

Witness' City, State of residence

(2) [Signature]
Signature of Witness

12/6/11
Date

Teresa L Knight
Print Witness Name

Hammond CT
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Michael Metcalf have executed this document on the date indicated below.

Signature of Inventor

Date

San Francisco, 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 Fernando Padilla have executed this document on the date indicated below.

Signature of Inventor

Date

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

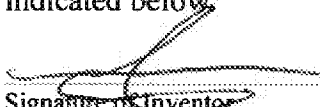
(2) _____
Signature of Witness

_____ Date

_____ Print Witness Name

_____ Witness' City, State of residence

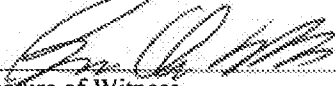
IN TESTIMONY WHEREOF, I **Michael Metcalf** have executed this document on the date indicated below.


Signature of Inventor

12-7-11
Date

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

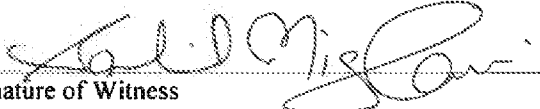
Witnessed by:

(1) 
Signature of Witness

12/07/2011
Date

SING YUN CHU
Print Witness Name

San Jose, CA, USA
Witness' City, State of residence

(2) 
Signature of Witness

12/07/2011
Date

SAHIL MIGLANI
Print Witness Name

SUNNYVALE, CA, USA
Witness' City, State of residence

IN TESTIMONY WHEREOF, I **Fernando Padilla** have executed this document on the date indicated below.

_____ Signature of Inventor

_____ Date

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

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Michael Metcalf have executed this document on the date indicated below.

Signature of Inventor

Date

San Francisco, CA

Inventor's City, State of residence

Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2)

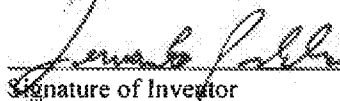
Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Fernando Padilla have executed this document on the date indicated below.



Signature of Inventor


12/6/2011

Date

San Francisco, CA

Inventor's City, State of residence

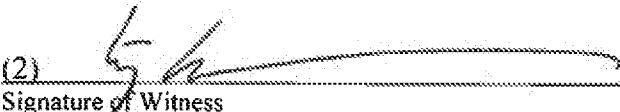
Witnessed by:

(1) 
Signature of Witness

12/6/2011
Date

Michael Madick
Print Witness Name

San Francisco, CA
Witness' City, State of residence

(2) 
Signature of Witness

12/6/11
Date

Gay Long
Print Witness Name

OAKLAND, CA
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Sarah Jean Sosiak have executed this document on the date indicated below.

Signature of Inventor

Date

San Francisco, 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

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

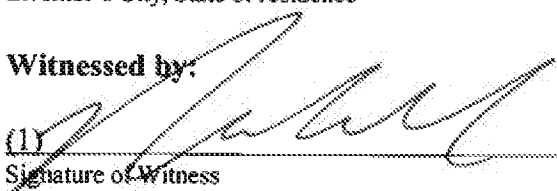
IN TESTIMONY WHEREOF, I Sarah Jean Sosiak have executed this document on the date indicated below.


Signature of Inventor

Dec 5, 2000
Date

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

Witnessed by:

(1) 
Signature of Witness

12/5/11
Date

Neil Campbell
Print Witness Name

SF, CA
Witness' City, State of residence

(2) 
Signature of Witness

12/5/11
Date

Volker Neumann
Print Witness Name

SF, CA
Witness' City, State of residence