

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Erik Vee</td> <td>12/07/2011</td> </tr> <tr> <td>Dongni Chen</td> <td>12/09/2011</td> </tr> <tr> <td>Peiji Chen</td> <td>12/09/2011</td> </tr> <tr> <td>Satyen Kale</td> <td>12/07/2011</td> </tr> <tr> <td>Srinath Mandalapu</td> <td>12/09/2011</td> </tr> <tr> <td>Chandrashekhar Nagarajan</td> <td>12/08/2011</td> </tr> </tbody> </table>		Name	Execution Date	Erik Vee	12/07/2011	Dongni Chen	12/09/2011	Peiji Chen	12/09/2011	Satyen Kale	12/07/2011	Srinath Mandalapu	12/09/2011	Chandrashekhar Nagarajan	12/08/2011
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Chandrashekhar Nagarajan	12/08/2011														
RECEIVING PARTY DATA															
<table border="1"> <tr> <td>Name:</td> <td>Yahoo! Inc.</td> </tr> <tr> <td>Street Address:</td> <td>701 First Avenue</td> </tr> <tr> <td>City:</td> <td>Sunnyvale</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94089</td> </tr> </table>		Name:	Yahoo! Inc.	Street Address:	701 First Avenue	City:	Sunnyvale	State/Country:	CALIFORNIA	Postal Code:	94089				
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PROPERTY NUMBERS Total: 1															
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13339254</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13339254										
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Application Number:	13339254														
CORRESPONDENCE DATA															
Fax Number:	(212)529-5132														
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>															
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Address Line 4:	New York, NEW YORK 10003														
ATTORNEY DOCKET NUMBER:	10033-2015200														

OP \$40.00 13339254

NAME OF SUBMITTER:

James Woods

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:

METHODS AND SYSTEMS FOR AD PLACEMENT PLANNING

- 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 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, Erik Ven have executed this document on the date indicated below.

[Signature]
Signature of Inventor

Dec 7, 2011
Date

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

Witnessed by:

(1) [Signature]
Signature of Witness

Dec 7, 2011
Date

AMITA S. GAJEWAR
Print Witness Name

SAN JOSE, CA
Witness' City, State of residence

(2) [Signature]
Signature of Witness

9th December 2011
Date

MANEAS
Print Witness Name

Livermore CA
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Dongui Chen have executed this document on the date indicated below.

[Signature] Date 12/9/11
Signature of Inventor

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

Witnessed by:

(1) [Signature] Date 12/9/2011
Signature of Witness

Jinng Yang Palo Alto, Ca
Print Witness Name Witness' City, State of residence

(2) [Signature] Date 09 Dec 2011
Signature of Witness

AMITA CAJEWAR SAN JOSE, CA
Print Witness Name Witness' City, State of residence

IN TESTIMONY WHEREOF, I Peiji Chen have executed this document on the date indicated below.

Chen Peiji
Signature of Inventor

12/09/2011
Date

Saratoga, CA
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

12/09/2011
Date

YING CUI
Print Witness Name

Santa Clara, CA
Witness' City, State of residence

(2) [Signature]
Signature of Witness

12/09/2011
Date

DATONG CHEN
Print Witness Name

Santa Clara, CA
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Satyen Kale have executed this document on the date indicated below.

S. C. Kale
Signature of Inventor

12/7/2011
Date

New York, NY
Inventor's City, State of residence

Witnessed by:

(1) N. Viswanath
Signature of Witness

12/7/2011
Date

Viswanath Nagarajan
Print Witness Name

Rutherford, NJ
Witness' City, State of residence

(2) Oktey Gaudh
Signature of Witness

12/7/2011
Date

Oktey Gaudh
Print Witness Name

New York, NY
Witness' City, State of residence

IN TESTIMONY WHEREOF, I, Srinath Mandalam, have executed this document on the date indicated below.

Srinath M
Signature of Inventor

12-07-11
Date

Santa Clara, CA
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

12-07-11
Date

Srinath Mandalam
Print Witness Name

Mountain View, CA
Witness' City, State of residence

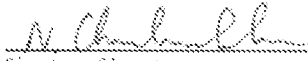
(2) [Signature]
Signature of Witness

12-08-11
Date

EVGENE RAY
Print Witness Name

SAN RAMON, CA
Witness' City, State of residence


IN TESTIMONY WHEREOF, I, Chandrashekhar Nagarajan, have executed this document on the date indicated below


Signature of Inventor

Dec 08, 2011
Date

Santa Clara, CA
Inventor's City, State of residence

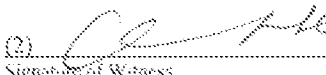
Witnessed by:


Signature of Witness

12/8/11
Date

Chuang Wu
Print Witness Name

Sunnyvale, CA
Witness' City, State of residence


Signature of Witness

12/8/2011
Date

Qi He
Print Witness Name

Mountain View, CA
Witness' City, State of residence