

PATENT ASSIGNMENT

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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>Hong Yan</td> <td>01/17/2012</td> </tr> <tr> <td>Gokul Rajaram</td> <td>02/13/2012</td> </tr> <tr> <td>Ami Vora</td> <td>01/17/2012</td> </tr> <tr> <td>Mark E. Zuckerberg</td> <td>02/14/2012</td> </tr> </tbody> </table>		Name	Execution Date	Hong Yan	01/17/2012	Gokul Rajaram	02/13/2012	Ami Vora	01/17/2012	Mark E. Zuckerberg	02/14/2012
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Hong Yan	01/17/2012										
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RECEIVING PARTY DATA											
Name:	Facebook, Inc.										
Street Address:	1601 Willow Road										
City:	Menlo Park										
State/Country:	CALIFORNIA										
Postal Code:	94025										
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>13306901</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13306901						
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Application Number:	13306901										
CORRESPONDENCE DATA											
Fax Number:	(650)938-5200										
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ATTORNEY DOCKET NUMBER:	26295-18785										
NAME OF SUBMITTER:	Robert A. Hulse										

CH \$40.00 13306901

Total Attachments: 4

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Facebook, Inc., a Delaware corporation, having a place of business at 1601 Willow Road, Menlo Park, California 94025 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following provisional application filed under 35 U.S.C. § 111(b), non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):

- Application No. 13/306,901, entitled "Protecting Identities of Users to Whom Advertising is Targeted" filed on November 29, 2011.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

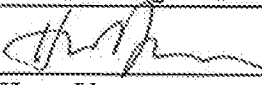
INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Title: Protecting Identities of Users to Whom Advertising is Targeted
Filed: November 29, 2011
Application No.: 13/306,901

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature


Hong Yan

Date of Signature


1/17, 2012

Name and Signature

Gokul Rajaram

Date of Signature

_____, 2012

Name and Signature


Ami Vora

Date of Signature

1-17, 2012

Name and Signature

Mark E. Zuckerberg

Date of Signature

_____, 2012

