

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Daniel Gray Goldstein</td> <td>02/27/2012</td> </tr> <tr> <td>Sharad Goel</td> <td>02/27/2012</td> </tr> <tr> <td>Duncan James Watts</td> <td>02/29/2012</td> </tr> </tbody> </table>		Name	Execution Date	Daniel Gray Goldstein	02/27/2012	Sharad Goel	02/27/2012	Duncan James Watts	02/29/2012		
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Daniel Gray Goldstein	02/27/2012										
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Duncan James Watts	02/29/2012										
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>13408510</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13408510						
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Application Number:	13408510										
CORRESPONDENCE DATA											
Fax Number:	(312)321-4299										
Phone:	312-321-4200										
Email:	usassignments@brinkshofer.com, amitchell@brinkshofer.com, lpeterson@brinkshofer.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:	Aaron A. Mitchell										
Address Line 1:	Brinks Hofer Gilson & Lione										
Address Line 2:	Post Office Box 10395										
Address Line 4:	Chicago, ILLINOIS 60610										
ATTORNEY DOCKET NUMBER:	12729/806 (Y08086US00)										
NAME OF SUBMITTER:	Aaron A. Mitchell, Reg. No. 62,918										
Total Attachments: 3 source=12729806assn#page1.tif source=12729806assn#page2.tif source=12729806assn#page3.tif											

CH \$40.00 13408510

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:

SYSTEM FOR TRACKING DIFFUSION

- 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.

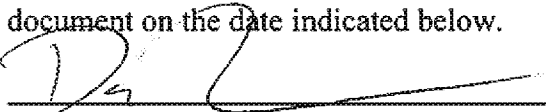
(d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(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 Daniel Gray Goldstein have executed this document on the date indicated below.



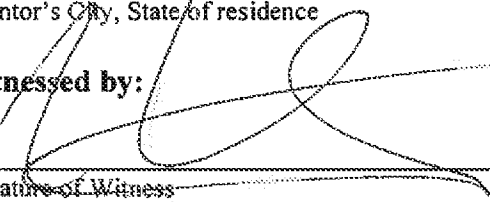
Signature of Inventor

Feb 27, 2012

Date

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

Witnessed by:

(1) 

Signature of Witness

2/27/12.

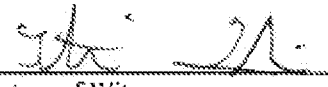
Date

SERGEY VASSILOVTSOV

Print Witness Name

NY, NY

Witness' City, State of residence

(2) 

Signature of Witness

2/27/2012

Date

SEBASTIEN LAHAIE

Print Witness Name

GREENWICH, CT

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Sharad Goel have executed this document on the date indicated below.

[Signature] Feb 27, 2012
Signature of Inventor Date

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

Witnessed by:

(1) [Signature] Feb 27, 2012
Signature of Witness Date

SERGEY VASSILUTSKI NY, NY
Print Witness Name Witness' City, State of residence

(2) [Signature] 2/27/2012
Signature of Witness Date

DAVID PENNOCK Princeton, NJ
Print Witness Name Witness' City, State of residence

IN TESTIMONY WHEREOF, I Duncan James Watts have executed this document on the date indicated below.

[Signature] 29 Feb 2012
Signature of Inventor Date

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

Witnessed by:

(1) [Signature] Feb 29, 2012
Signature of Witness Date

DAVID ROTHSCHILD NYC, NY
Print Witness Name Witness' City, State of residence

(2) [Signature] 2/29/2012
Signature of Witness Date

SEBASTIEN LAHAIE GREENWICH, CT
Print Witness Name Witness' City, State of residence