

## 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>Jerry Cheng</td> <td>04/03/2012</td> </tr> <tr> <td>Erik Jessen</td> <td>04/13/2012</td> </tr> <tr> <td>Eric Hennings</td> <td>04/03/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jerry Cheng	04/03/2012	Erik Jessen	04/13/2012	Eric Hennings	04/03/2012		
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Eric Hennings	04/03/2012										
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>13446679</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13446679						
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Application Number:	13446679										
CORRESPONDENCE DATA											
Fax Number:	(312)876-7934										
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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>											
Correspondent Name:	Paula M. Theismann - SNR Denton US LLP										
Address Line 1:	P.O. Box 061080										
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ATTORNEY DOCKET NUMBER:	30016020-0223										
NAME OF SUBMITTER:	Paula Theismann										
<p>Total Attachments: 5        source=Yahoo_0223_Assignment#page1.tif        source=Yahoo_0223_Assignment#page2.tif        source=Yahoo_0223_Assignment#page3.tif        source=Yahoo_0223_Assignment#page4.tif        source=Yahoo_0223_Assignment#page5.tif</p>											

OP \$40.00 13446679

## 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:

### METHOD AND SYSTEM FOR CONTENT SEARCH

- 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.

Assignment of Jerry Cheng; Erik Jessen and Eric Hennings to Yahoo! Inc.  
SNR Denton Ref. No.: 30016020-0223 Y! Number: Y08247US00:

IN TESTIMONY WHEREOF, I Jerry Cheng have executed this document on the date indicated below.

Jerry Cheng  
Signature of Inventor

4/3/2012  
Date

Mountain View, CA  
Inventor's City, State of residence

**Witnessed by:**

(1) [Signature]  
Signature of Witness

4/3/2012  
Date

SIV MING KENNY TANG  
Print Witness Name

SAN JOSE, CA  
Witness' City, State of residence

(2) [Signature]  
Signature of Witness

4/3/2012  
Date

SIMANTI OLIVE  
Print Witness Name

CAMPBELL, CA  
Witness' City, State of residence

IN TESTIMONY WHEREOF, I Erik Jessen have executed this document on the date indicated below.

[Signature]  
Signature of Inventor

Date

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

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\_\_\_\_\_  
Signature of Inventor Date

\_\_\_\_\_  
Inventor's City, State of residence  
**Witnessed by:**

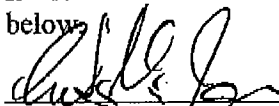
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Signature of Witness Date

\_\_\_\_\_  
Print Witness Name  
\_\_\_\_\_  
Witness' City, State of residence

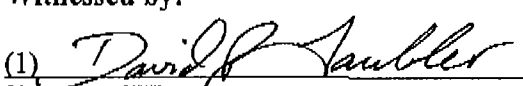
(2) \_\_\_\_\_  
Signature of Witness  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Witness Name  
\_\_\_\_\_  
Witness' City, State of residence


IN TESTIMONY WHEREOF, I Erik Jessen have executed this document on the date indicated below.

  
\_\_\_\_\_  
Signature of Inventor  
\_\_\_\_\_  
Date  
4/13/2012

Belmont, CA  
\_\_\_\_\_  
Inventor's City, State of residence

**Witnessed by:**  
(1)   
\_\_\_\_\_  
Signature of Witness  
\_\_\_\_\_  
Date  
4.13.12

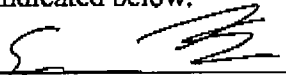
David P. Taubler  
\_\_\_\_\_  
Print Witness Name  
\_\_\_\_\_  
Witness' City, State of residence  
Oakland, CA

(2)   
\_\_\_\_\_  
Signature of Witness  
\_\_\_\_\_  
Date  
4/13/12

Justin Rognier  
\_\_\_\_\_  
Print Witness Name  
\_\_\_\_\_  
Witness' City, State of residence  
Redwood City, CA

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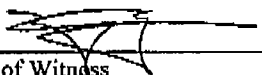
IN TESTIMONY WHEREOF, I Eric Hennings have executed this document on the date indicated below.

  
\_\_\_\_\_  
Signature of Inventor

4-3-2012  
\_\_\_\_\_  
Date

San Jose, CA  
\_\_\_\_\_  
Inventor's City, State of residence


Witnessed by:

(1)   
\_\_\_\_\_  
Signature of Witness

4-3-2012  
\_\_\_\_\_  
Date

SIU MING KENNY TANG  
\_\_\_\_\_  
Print Witness Name

SAN JOSE, CA  
\_\_\_\_\_  
Witness' City, State of residence

(2)   
\_\_\_\_\_  
Signature of Witness

4-3-2012  
\_\_\_\_\_  
Date

KEJIE BAO  
\_\_\_\_\_  
Print Witness Name

Fremont, CA  
\_\_\_\_\_  
Witness' City, State of residence