

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>Ronny Lempel</td> <td>06/19/2012</td> </tr> <tr> <td>Yoelle Maarek Smadja</td> <td>06/19/2012</td> </tr> <tr> <td>Edward Bortnikov</td> <td>06/19/2012</td> </tr> <tr> <td>Edo Liberty</td> <td>06/19/2012</td> </tr> </tbody> </table>		Name	Execution Date	Ronny Lempel	06/19/2012	Yoelle Maarek Smadja	06/19/2012	Edward Bortnikov	06/19/2012	Edo Liberty	06/19/2012
Name	Execution Date										
Ronny Lempel	06/19/2012										
Yoelle Maarek Smadja	06/19/2012										
Edward Bortnikov	06/19/2012										
Edo Liberty	06/19/2012										
RECEIVING PARTY DATA											
Name:	Yahoo! Inc.										
Street Address:	701 First Avenue										
City:	Sunnyvale										
State/Country:	CALIFORNIA										
Postal Code:	94089										
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>13526693</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13526693						
Property Type	Number										
Application Number:	13526693										
CORRESPONDENCE DATA											
Fax Number:	(212)682-9222										
Phone:	212-682-9200										
Email:	sformicola@okfilp.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:	YAHOO! INC. C/O Ostrow Kaufman LLP										
Address Line 1:	555 Fifth Avenue										
Address Line 2:	19th Floor										
Address Line 4:	NEW YORK, NEW YORK 10017										
ATTORNEY DOCKET NUMBER:	161-1001										
NAME OF SUBMITTER:	Susan Formicola										

OP \$40.00 13526693

Total Attachments: 5

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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:

SYSTEM AND METHOD FOR PROVIDING SPONSORED APPLICATIONS IN EMAIL

- 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 Ronny Lempel have executed this document on the date indicated below.

Ronny Lempel
Signature of Inventor

June 19, 2012
Date

Haifa, Israel
Inventor's City and Country of residence

Witnessed by:

(1) [Signature]
Signature of Witness

June 19, 2012
Date

AMIT KAGIAN
Print Witness Name

Pardes-Hanna, Israel
Witness' City, State of residence

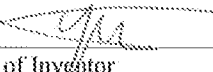
(2) [Signature]
Signature of Witness

June 19, 2012
Date

ESHCAR HILLEL
Print Witness Name

Benjaminia, Israel
Witness' City, State of residence

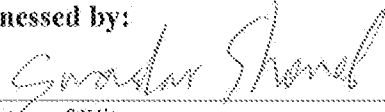
IN TESTIMONY WHEREOF, I Yoelle Maarek Smadja have executed this document on
the date indicated below.


Signature of Inventor

June 19, 2012
Date

Haifa, Israel
Inventor's City and Country of residence

Witnessed by:

(1) 
Signature of Witness

June 19, 2012
Date

Smadar Shoval
Print Witness Name

Haifa, Israel
Witness' City, State of residence

(2) 
Signature of Witness

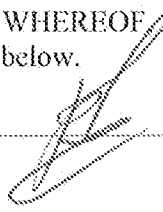
19 June
Date

OREN SOMEKH
Print Witness Name

Beit - Yehoshua, ISRAEL
Witness' City, State of residence

IN TESTIMONY WHEREOF Edward Bortnikov have executed this document on
the date indicated below.

Signature of Inventor



Date

19.06.2012

Haifa, Israel

Inventor's City and Country of residence

Witnessed by:

(1)

Signature of Witness



Date

19.06.2012

Print Witness Name

MICHAL AHARON

Witness' City, State of residence

Haifa, ISRAEL

(2) Signature of Witness

Hayim Makabee

Date

19 JUNE 2012

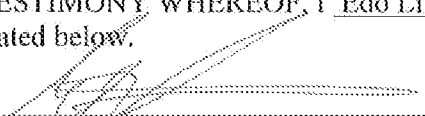
Print Witness Name

HAYIM MAKABEE

Witness' City, State of residence

KIRIAT YAM, ISRAEL

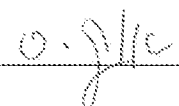
IN TESTIMONY WHEREOF, I Edo Liberty have executed this document on the date indicated below.


Signature of Inventor

19 June 2012
Date

Haifa, Israel
Inventor's City and Country of residence

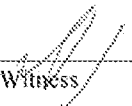
Witnessed by:

(1) 
Signature of Witness

19 June 2012
Date

OREN SOMEKH
Print Witness Name

BET-YEHOSHUA, ISRAEL
Witness' City, State of residence

(2) 
Signature of Witness

19 June 2012
Date

AIZENBERG NATALIA
Print Witness Name

NETANYA, ISRAEL
Witness' City, State of residence