

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>John Hegeman</td> <td>07/30/2012</td> </tr> <tr> <td>Hong Ge</td> <td>07/24/2012</td> </tr> <tr> <td>Maxim Gubin</td> <td>07/24/2012</td> </tr> <tr> <td>Alon Amit</td> <td>09/11/2012</td> </tr> </tbody> </table>		Name	Execution Date	John Hegeman	07/30/2012	Hong Ge	07/24/2012	Maxim Gubin	07/24/2012	Alon Amit	09/11/2012
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John Hegeman	07/30/2012										
Hong Ge	07/24/2012										
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Alon Amit	09/11/2012										
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>13545266</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13545266						
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Application Number:	13545266										
CORRESPONDENCE DATA											
Fax Number:	6509385200										
Phone:	6503357160										
Email:	dchevalier@fenwick.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:	Andrew P. Whitehead										
Address Line 1:	801 California Street										
Address Line 4:	Mountain View, CALIFORNIA 94041										
ATTORNEY DOCKET NUMBER:	26295-20055										
NAME OF SUBMITTER:	Andrew P. Whitehead										
Total Attachments: 3 source=20055_US_Assignment#page1.tif source=20055_US_Assignment#page2.tif source=20055_US_Assignment#page3.tif											

CH \$40.00 13545266

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. 13/545,266, entitled "Sponsored Advertisement Ranking and Pricing in a Social Networking System" filed on July 10, 2012.

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.

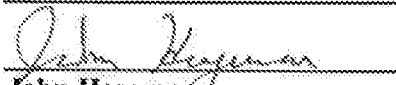
INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and 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: **Sponsored Advertisement Ranking and Pricing in a Social
Networking System**
Filed: **July 10, 2012**
Application No.: **13/545,266**

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.

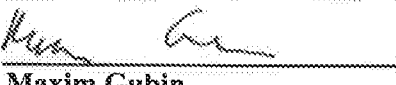
Name and Signature

John Hegeman

Date of Signature
7/30/2012

Name and Signature

Hong Ge

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Maxim Gubin

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Alon Amit

Sep 11, 2012