

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Nicola Barbieri</td> <td>07/03/2013</td> </tr> <tr> <td>Francesco Bonchi</td> <td>07/03/2013</td> </tr> </tbody> </table>		Name	Execution Date	Nicola Barbieri	07/03/2013	Francesco Bonchi	07/03/2013
Name	Execution Date						
Nicola Barbieri	07/03/2013						
Francesco Bonchi	07/03/2013						
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>13938718</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13938718		
Property Type	Number						
Application Number:	13938718						
CORRESPONDENCE DATA							
Fax Number:	2128016400						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	212-801-9200						
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Correspondent Name:	YAHOO! INC. C/O JAMES J. DeCARLO						
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ATTORNEY DOCKET NUMBER:	085804.114700						
NAME OF SUBMITTER:	Shoba Jaglal						
Signature:	/sjaglal/						
Date:	07/10/2013						
Total Attachments: 3 source=114700asg#page1.tif source=114700asg#page2.tif source=114700asg#page3.tif							

CH \$40.00 13938718

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:

INFLUENCE MAXIMIZATION WITH VIRAL PRODUCT DESIGN

for which I have executed a U.S. patent application on even date herewith.

which bears U.S. application serial No. 13/938,718, filed July 10, 2013.

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 NICOLA BARBIERI have executed this document on the date indicated below.



Signature of Inventor

9 - JULY - 2013

Date

BARCELONA, CATALUNYA, SPAIN

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

9 - JULY - 2013

Date

GIANFRANCO DE FRANCISCI MORALES

Print Witness Name

BARCELONA, SPAIN

Witness' City, State of residence

(2) 

Signature of Witness

9 - 20 JULY - 2013

Date

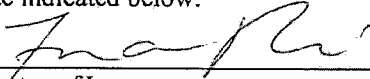
DAVID GARCIA SORIANO

Print Witness Name

Barcelona, Spain

Witness' City, State of residence


IN TESTIMONY WHEREOF, I FRANCESCO BONCHI have executed this document on the date indicated below.


Signature of Inventor

8-JULY-2013
Date

BARCELONA, CATALUNYA, SPAIN
Inventor's City, State of residence

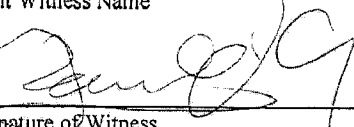
Witnessed by:

(1) 
Signature of Witness

8-JULY-2013
Date

GIANCARLO DE FRANCISCHI RORALES
Print Witness Name

BARCELONA, SPAIN
Witness' City, State of residence

(2) 
Signature of Witness

8-JULY-2013
Date

DAVID GARCIA SORIANO
Print Witness Name

Barcelona, Spain
Witness' City, State of residence