

## 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>Gianmarco De Francisci Morales</td> <td>07/22/2013</td> </tr> <tr> <td>Roi Blanco</td> <td>07/31/2013</td> </tr> <tr> <td>Fabrizio Silvestri</td> <td>08/13/2013</td> </tr> </tbody> </table>		Name	Execution Date	Gianmarco De Francisci Morales	07/22/2013	Roi Blanco	07/31/2013	Fabrizio Silvestri	08/13/2013		
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Roi Blanco	07/31/2013										
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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>13891854</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13891854						
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CORRESPONDENCE DATA											
Fax Number:	2128016400										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	212-801-9200										
Email:	NJDocket@gtlaw.com										
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ATTORNEY DOCKET NUMBER:	085804.114200										
NAME OF SUBMITTER:	Christine Lucas										
Signature:	/Christine Lucas/										

Date:

08/19/2013

**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:

**METHOD AND SYSTEM FOR DISPLAYING CONTENT RELATING TO A SUBJECT MATTER OF A DISPLAYED MEDIA PROGRAM**

- for which I have executed a U.S. patent application on even date herewith.
- which bears U.S. application serial No. 13/891,854, filed May 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.

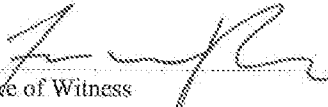
IN TESTIMONY WHEREOF, I Gianmarco DE FRANCISCI MORALES have executed this document on the date indicated below.

  
Signature of Inventor

22 JULY 2013  
Date

Barcelona, Catalunya, Spain  
Inventor's City, State of residence

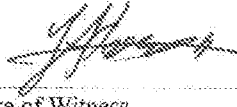
Witnessed by:

(1)   
Signature of Witness

22 JULY 2013  
Date

FRANCESCO BONCHI  
Print Witness Name

BARCELONA, SPAIN  
Witness' City, State of residence

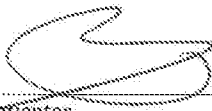
(2)   
Signature of Witness

22 JULY 2013  
Date

JORDI ALSERIAS BATALLA  
Print Witness Name

BARCELONA, SPAIN  
Witness' City, State of residence

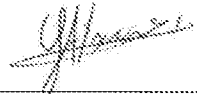
IN TESTIMONY WHEREOF, I **Roi BLANCO** have executed this document on the date indicated below.

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

31 July 2013  
\_\_\_\_\_  
Date

Barcelona, Catalunya, Spain  
\_\_\_\_\_  
Inventor's City, State of residence


**Witnessed by:**

  
\_\_\_\_\_  
Signature of Witness

31/07/2013  
\_\_\_\_\_  
Date

JORDI ATSERIAS BATAUA  
\_\_\_\_\_  
Print Witness Name

BARCELONA, SPAIN  
\_\_\_\_\_  
Witness' City, State of residence

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

31/07/2013  
\_\_\_\_\_  
Date

HUGUES BOUCHARD  
\_\_\_\_\_  
Print Witness Name

BARCELONA, SPAIN  
\_\_\_\_\_  
Witness' City, State of residence

