

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2725324

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>YARON GREIF</td> <td>11/05/2013</td> </tr> <tr> <td>ZHENGYU YIN</td> <td>02/04/2014</td> </tr> </tbody> </table>		Name	Execution Date	YARON GREIF	11/05/2013	ZHENGYU YIN	02/04/2014				
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YARON GREIF	11/05/2013										
ZHENGYU YIN	02/04/2014										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>FACEBOOK, INC.</td> </tr> <tr> <td>Street Address:</td> <td>1601 WILLOW ROAD</td> </tr> <tr> <td>City:</td> <td>MENLO PARK</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94025</td> </tr> </table>		Name:	FACEBOOK, INC.	Street Address:	1601 WILLOW ROAD	City:	MENLO PARK	State/Country:	CALIFORNIA	Postal Code:	94025
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: (650)938-5200 Phone: 415-875-2382 Email: mnascimento@fenwick.com <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> Correspondent Name: CHARLES CATHEY Address Line 1: 801 CALIFORNIA STREET Address Line 4: MOUNTAIN VIEW, CALIFORNIA 94041											
ATTORNEY DOCKET NUMBER:	26295-23966										
NAME OF SUBMITTER:	CHARLES CATHEY, REG. NO. 63,587										
Signature:	/Charles Cathey/										
Date:	02/12/2014										

This document serves as an Oath/Declaration (37 CFR 1.63).

Total Attachments: 2

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COMBINED ASSIGNMENT/DECLARATION (37 CFR 1.63)

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. 13/970,030, entitled "Advertisement Selection And Pricing Based On Advertisement Type And Placement" filed on August 19, 2013.

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.

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.

Title: **Advertisement Selection And Pricing Based On Advertisement Type
And Placement**
Date Filed: **August 19, 2013**
Application No.: **13/970,030**

**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION
USING AN APPLICATION DATA SHEET (37 CFR 1.76)**

By signing below, INVENTOR further attests to the following:

- The APPLICATION was made or authorized to be made by INVENTOR.
- INVENTOR believes that INVENTOR is the original inventor or an original joint inventor of a claimed invention in the APPLICATION.
- INVENTOR acknowledges the duty to disclose to the United States Patent and Trademark Office all information known to INVENTOR to be material to patentability as defined in 37 CFR § 1.56, which for a continuation-in-part includes information known to INVENTOR to be material to patentability as defined in 37 CFR § 1.56 that became available between the filing date of the prior patent application and the National or PCT filing date of the continuation-in-part application.
- INVENTOR has reviewed and understands the contents of the APPLICATION, including the claims.

INVENTOR hereby acknowledges that any willful false statement made in this document is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

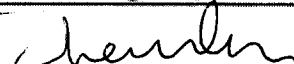
Name and Signature


Yaron Greif

Date of Signature

Nov 5 2013

Name and Signature


Zhengyu Yin

Date of Signature

Feb. 4, 2014