

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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EPAS ID: PAT4068481

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
AKSHAY SONI	09/13/2016
YASHAR MEHDAD	09/14/2016
TROY CHEVALIER	09/13/2016
SRIKANTH NAMPELLI	09/13/2016
ASHWINI BHATKHANDE	06/13/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	YAHOO! INC.
<b>Street Address:</b>	701 FIRST AVENUE
<b>City:</b>	SUNNYVALE
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94089
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	15265777
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(408)749-6901
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	(408)774-6927
<b>Email:</b>	epiphany@mpiplaw.com
<b>Correspondent Name:</b>	DAVID P. PITINGA, ESQ.
<b>Address Line 1:</b>	710 LAKEWAY DRIVE, SUITE 200
<b>Address Line 4:</b>	SUNNYVALE, CALIFORNIA 94085
<b>ATTORNEY DOCKET NUMBER:</b>	YAHOP234
<b>NAME OF SUBMITTER:</b>	DAVID P. PITINGA, ESQ.
<b>SIGNATURE:</b>	/David P. Pitinga/
<b>DATE SIGNED:</b>	09/26/2016
<b>Total Attachments: 4</b>	
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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:

**Baseline Interest Profile For Recommendations  
Using a Geographic Location**

- ☒ 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.

1) I **Akshay Soni** have executed this document on the date indicated below.

Akshay Soni  
Signature of Inventor

09/13/2016  
Date

San Jose, California, U.S.  
Inventor's City, State, Country of Residence

2) I **Yashar Mehdad** have executed this document on the date indicated below.

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

\_\_\_\_\_  
Date

San Jose, California, U.S.  
Inventor's City, State, Country of Residence

3) I **Troy Chevalier** have executed this document on the date indicated below.

Troy Chevalier  
Signature of Inventor

9/13/16  
Date

San Mateo, California, U.S.  
Inventor's City, State, Country of Residence

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.

1) I **Akshay Soni** have executed this document on the date indicated below.


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

\_\_\_\_\_  
Date

San Jose, California, U.S.

Inventor's City, State, Country of Residence

2) I **Yashar Mehdad** have executed this document on the date indicated below.

  
Signature of Inventor

Sept 14 / 2016  
Date

San Jose, California, U.S.

Inventor's City, State, Country of Residence

3) I **Troy Chevalier** have executed this document on the date indicated below.

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

\_\_\_\_\_  
Date

San Mateo, California, U.S.

Inventor's City, State, Country of Residence

4) I **Srikanth Nampelli** have executed this document on the date indicated below.


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

09/13/2016  
\_\_\_\_\_  
Date

San Jose, California, U.S.

Inventor's City, State, Country of Residence

5) I **Ashwini Bhatkhande** have executed this document on the date indicated below.

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

09/13/2016  
\_\_\_\_\_  
Date

San Jose, California, U.S.

Inventor's City, State, Country of Residence