

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4520885

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JOHN CANNY	06/26/2007
SHI ZHONG	06/11/2007
SCOTT GAFFNEY	06/11/2007
CHAD BROWER	06/08/2007
PAVEL BERKHIN	06/08/2007
GEORGE H. JOHN	05/30/2007
RECEIVING PARTY DATA	
Name:	YAHOO! INC.
Street Address:	701 FIRST AVENUE
City:	SUNNYVALE
State/Country:	CALIFORNIA
Postal Code:	94089
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	13739400
Patent Number:	8364627
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Address Line 1:	MET LIFE BUILDING
Address Line 2:	200 PARK AVENUE
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ATTORNEY DOCKET NUMBER:	173594.618202
NAME OF SUBMITTER:	JUDI CORDO
SIGNATURE:	/Judi Cordo/
DATE SIGNED:	07/26/2017

PATENT

Total Attachments: 7

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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:

GRANULAR DATA FOR BEHAVIORAL TARGETING

- ☒ 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

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- (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, John Carney have executed this document on the date indicated below.

Signature of Inventor

Date

Inventor's City, State of residence

Witnessed by:

(1)

Signature of Witness

Print Witness Name

Signature of Witness

Print Witness Name

Date

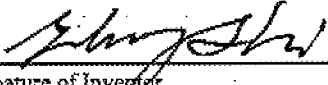
Witness' City, State of residence

Date

Witness' City, State of residence

Assignment of Granular Data for Behavioral Targeting
YHOO.P0045 / Y01974US01

IN TESTIMONY WHEREOF, I Shi Zhong have executed this document on
the date indicated below.


Signature of Inventor

6/11/2007
Date

Santa Clara, CA
Inventor's City, State of residence

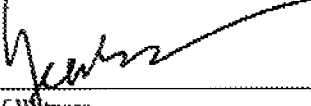
Witnessed by:

(1) 
Signature of Witness

6/11/2007
Date

CHAO LIU
Print Witness Name

Santa Clara, CA
Witness' City, State of residence

(2) 
Signature of Witness

6/11/2007
Date

Ye Chen
Print Witness Name

Sunnyvale, CA
Witness' City, State of residence

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YHOO.P0045 / Y01974US01


IN TESTIMONY WHEREOF, I Scott Gaffney have executed this document
on the date indicated below.


Signature of Inventor

6/11/2007
Date

San Francisco, CA
Inventor's City, State of residence

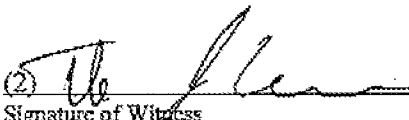
Witnessed by:

(1) 
Signature of Witness

6/11/2007
Date

SUJU RAJAN
Print Witness Name

SUNNYVALE, CA
Witness' City, State of residence

(2) 
Signature of Witness

6-11-07
Date

Thomas J. Emerson
Print Witness Name

Mountain View, CA
Witness' City, State of residence

06/08/2007 FRI 11:44 FAX

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IN TESTIMONY WHEREOF, I Chad Brower have executed this document
on the date indicated below.

Chad Brower
Signature of Inventor

2007 June 8
Date

Campbell, CA
Inventor's City, State of residence

Witnessed by:

(1) [Signature]
Signature of Witness

06/08/07
Date

AVINASH GUPTA
Print Witness Name

CA (Sunnyvale)
Witness' City, State of residence

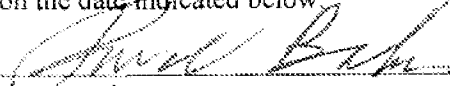
(2) [Signature]
Signature of Witness

6/8/07
Date

Haijun Cao
Print Witness Name

Belmont, CA
Witness' City, State of residence


IN TESTIMONY WHEREOF, I Pavel Berkhin have executed this document
on the date indicated below


Signature of Inventor

6/8/2007
Date

Sunnyvale, CA
Inventor's City, State of residence

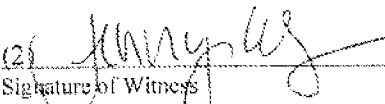
Witnessed by:

(1) 
Signature of Witness

6-8-07
Date

Jan Delfino
Print Witness Name

Morgan Hill, CA
Witness' City, State of residence

(2) 
Signature of Witness

6-8-07
Date

Jenny Elg
Print Witness Name

San Jose, CA
Witness' City, State of residence

06/01/2007 FRI 12:18 FAX

031/036

Assignment of Granular Data for Behavioral Targeting
by John Canny, Shi Zhong, Scott Gaffney, Chad Brower, Pavel Berkhin, and George John to Yahoo! Inc.
YHOO.P0045 / Y01974US01

IN TESTIMONY WHEREOF, I George H. John have executed this
document on the date indicated below.

[Signature]
Signature of Inventor

5/30/07
Date

Redwood City, CA

Inventor's City, State of residence

Witnessed by:

(1)

[Signature]
Signature of Witness

Nicole Patricia
Print Witness Name

5/30/07
Date

San Jose, CA
Witness' City, State of residence

[Signature]
Signature of Witness

Jenny [Signature]
Print Witness Name

5/30/07
Date

San Jose, CA
Witness' City, State of residence