

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT8014498

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
YAHOO AD TECH LLC	11/17/2021
RECEIVING PARTY DATA	
Name:	YAHOO ASSETS LLC
Street Address:	770 BROADWAY
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10003
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	18334180
CORRESPONDENCE DATA	
Fax Number:	(707)736-9219
<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>	
Phone:	202-808-3550
Email:	shughes@bomcip.com
Correspondent Name:	BOOKOFF MCANDREWS, PLLC
Address Line 1:	2000 PENNSYLVANIA AVE
Address Line 2:	SUITE 4001
Address Line 4:	WASHINGTON, D.C. 20006
ATTORNEY DOCKET NUMBER:	00008-0284-01000
NAME OF SUBMITTER:	ROBERT SELFAISON
SIGNATURE:	/Robert Selfaison/
DATE SIGNED:	06/20/2023
Total Attachments: 4	
source=2023-06-16 Assignment 3 Yahoo Ad Tech LLC to Yahoo Assets LLC 01066124#page1.tif	
source=2023-06-16 Assignment 3 Yahoo Ad Tech LLC to Yahoo Assets LLC 01066124#page2.tif	
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PATENT ASSIGNMENT

This Patent Assignment ("Assignment") is effective as of October 27, 2021 ("Effective Date") by and between Yahoo Ad Tech LLC (formerly Verizon Media Inc.), a Delaware limited liability company ("Seller") and Yahoo Assets LLC, a Delaware limited liability company ("Yahoo"), Sunnyvale, CA, 94089.

WHEREAS, Yahoo and Seller have entered into that certain Contribution Agreement, dated as of October 27, 2021 (the "Agreement"), pursuant to which Seller has agreed to sell and transfer certain assets to Yahoo;

WHEREAS, Seller owns all right, title and interest in and to certain patents, patent applications and/or other patent rights, including, without limitation, those listed in Exhibit 1 of this Assignment; and

WHEREAS, Seller desires to assign to Yahoo, and Yahoo desires to receive, all of Seller's right, title and interest in and to such patents, patent applications and/or other patent rights.

NOW, THEREFORE, pursuant to the Agreement, and for good and valuable consideration given and received, the receipt and legal sufficiency of which is hereby acknowledged, Seller and Yahoo, intending to be legally bound hereby, agree as follows:

- (A) Seller hereby irrevocably transfers, conveys, assigns and delivers to Yahoo, and Yahoo hereby accepts:
- (1) all of Seller's right, title and interest throughout the world (including, without limitation, all rights provided by international conventions and treaties) in and to:
 - (a) all patents and patent applications set forth in Exhibit 1 and any patents granted on any of the patent applications set forth in Exhibit 1;
 - (b) any patents or patent applications that claim priority to any of the items in (a) (including, without limitation, any continuations, divisionals, continuations-in-part, substitutes, reissues, reexaminations, extensions and renewals thereof, together with all priority rights and counterpart applications under the laws of the United States or any foreign country or jurisdiction or any international patent conventions, agreements or treaties in effect as of or after the Effective Date);
 - (c) any patents or patent applications to which any of the patents or patent applications in (a) or (b) claim priority and any foreign counterparts to any patents or patent applications in (a) or (b); and
 - (d) any other rights in the inventions described or disclosed in any of the patents and patent applications in (a), (b) or (c);(all of the foregoing in (a), (b), (c) and (d), collectively, the "Assigned Patents");
 - (2) all rights to causes of action and remedies related to the Assigned Patents, including without limitation, the right to sue (including, without limitation, for damages and injunctive relief) for any past, present or future infringement, violation, dilution or other unauthorized use of any of the Assigned Patents;
 - (3) all rights to receive income, royalties, damages, payments or other consideration with respect to the Assigned Patents;
 - (4) all rights to prosecute and maintain the Assigned Patents; and
 - (5) all other rights and interests arising out of, in connection with or in relation to the Assigned Patents.

- (B) Seller agrees, without further compensation, upon the request of Yahoo (or its successors, assigns or legal representatives) to timely:
- (1) execute all oaths, assignments, powers and any other papers;
 - (2) testify in all proceedings; and
 - (3) otherwise take all actions, and fully cooperate with Yahoo;
- in each case (1), (2) and (3), as may be necessary or appropriate, in the opinion of Yahoo, to convey, establish, evidence, maintain, protect, defend and enforce Yahoo's rights in the Assigned Patents or otherwise related to securing and enforcing Yahoo's rights under this Assignment; and Seller hereby irrevocably appoints Yahoo and any of its officers as Seller's attorney in fact to undertake such acts in Seller's name.
- (C) Seller agrees to deliver to Yahoo accurate copies of all material correspondence with counsel, in Seller's or its counsel's possession, relating to ownership, filing, prosecution, protection, infringement, validity, enforceability or enforcement of, the Assigned Patents, to the extent such has not already been delivered.
- (D) Seller hereby authorizes and requests the Commissioner of Patents of the United States, and any other official of any applicable governmental authority, to record this Assignment and to issue any patents from any patent applications included in the Assigned Patents to and in the name of Yahoo.
- (E) This Assignment, the rights and obligations of the parties under this Assignment, and any claim or controversy directly or indirectly based upon, arising out of or related to, this Assignment or the transactions contemplated by this Assignment (whether based upon contract, tort or any other theory), including, without limitation, all matters of construction, validity and performance, shall be governed by and construed in accordance with the laws of the State of California, without regard to any conflict of laws provisions that would require the application of the law of any other jurisdiction.
- (F) This Assignment may be executed in one or more counterparts (including by facsimile or electronic transmission), each of which will be deemed to be an original copy of this Assignment and all of which, when taken together, will be deemed to constitute one and the same agreement.
- (G) This Assignment shall be binding upon and inure to the benefit of the parties and their respective successors and permitted assigns.

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IN WITNESS WHEREOF, the undersigned have caused this Assignment to be duly executed as of the date set forth below.

For Yahoo Ad Tech LLC by: *Matthew W. Garber*

Signature

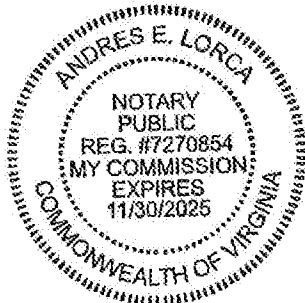
Matthew Garber

Name

November 17, 2021

Date

Notary Seal:



For Yahoo Assets LLC by: *Matthew W. Garber*

Signature

Matthew Garber

Name

November 17, 2021

Date

Notary Seal:



Notarial Certificate

In the County of Loudoun, for the Commonwealth of Virginia

The foregoing instrument was acknowledged before me on November 17 2021 by Matthew W. Garber, on behalf of Yahoo Ad Tech LLC and Yahoo Assets LLC, and authorized to sign on behalf of these companies.

Andres E. Lorca
Andres E. Lorca, Notary Public

Notary Registration Number: 7270854

My commission expires: November 30, 2025

Exhibit 1

Schedule of Assigned Patents

Title	App. No.	App. Date	Patent No.	Issue Date
Method and System for Serving Personalized Content to Enhance User Experience	17/492,746	10/4/21	n/a	n/a