

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
EFFECTIVE DATE:	07/11/2007		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Right Media LLC	FORMERLY Right Media Inc.	08/31/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Yahoo! Inc.		
Street Address:	701 First Avenue		
City:	Sunnyvale		
State/Country:	CALIFORNIA		
Postal Code:	94089		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Serial Number:	78757206	MEDIA GUARD	
Serial Number:	78849873	R M	
Serial Number:	78848940	RM RIGHT MEDIA THE POINT OF MOST RETURN	
Serial Number:	78967317	RMX DIRECT	
Serial Number:	78716314	YIELD MANAGER	
Serial Number:	78433800	RIGHT MEDIA	
Serial Number:	77062635	REMIX MEDIA	
Serial Number:	77063116	REMIX MEDIA	
Serial Number:	77028044	RM	
Serial Number:	77171410		
Serial Number:	77171388	APNT	
Serial Number:	77028704	BRANDSAFE	

CH \$415.00 78757206

900086245

TRADEMARK  
 REEL: 003616 FRAME: 0140

Serial Number:	77028685	RMXDIRECT GATEWAY TO THE RIGHT MEDIA EXCHANGE
Serial Number:	78869661	THE POINT OF MOST RETURN
Serial Number:	78824270	KINADIC
Serial Number:	78845710	SYMPLE

#### CORRESPONDENCE DATA

Fax Number: (818)524-3001

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 818 524 5849

Email: marshae@yahoo-inc.com

Correspondent Name: Marsha Erickson/Yahoo! Inc.

Address Line 1: 3333 W. Empire Avenue

Address Line 4: Burbank, CALIFORNIA 91504

ATTORNEY DOCKET NUMBER:	RIGHT MEDIA
NAME OF SUBMITTER:	Marsha Erickson
Signature:	/Marsha Erickson/
Date:	09/06/2007

Total Attachments: 2

source=Right Media Assignment#page1.tif

source=Right Media Assignment#page2.tif

## TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT is made the 31<sup>st</sup> day of August, 2007 by and between:

1. RIGHT MEDIA INC., a Delaware corporation merged with and into Right Media LLC, a corporation duly organized and existing under the laws of Delaware, with its address at 701 First Avenue, Sunnyvale, California 94089 U.S.A., as of July 11, 2007 (hereinafter referred to as the "Assignor") of the first part, and
2. YAHOO! INC., a corporation duly organized and existing under the laws of Delaware, with its address at 701 First Avenue, Sunnyvale, California 94089, U.S.A. (hereinafter referred to as the "Assignee") of the other part.

WHEREAS the Assignor is the owner of the registered trademarks and trademark applications listed here:

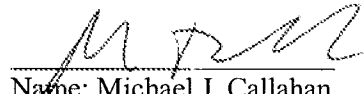
TRADEMARK	Ser. Number	Reg. No.
MEDIA GUARD	78/757,206	
R M	78/849,873	3,194,124
RM RIGHT MEDIA THE POINT OF MOST RETURN	78/848,940	3,194,112
RMX DIRECT	78/967,317	
YIELD MANAGER	78/716,314	
RIGHT MEDIA	78/433,800	2,983,347
REMIX MEDIA	77/062,635	3,259,918
REMIX MEDIA	77/063,116	3,259,919
RM	77/028,044	3,259,882
(DESIGN ONLY)	77/171,410	
APNT	77/171,388	
BRANDSAFE	77/028,704	
RMXDIRECT GATEWAY TO THE RIGHT MEDIA EXCHANGE	77/028,685	
THE POINT OF MOST RETURN	78/869,661	
KINADIC	78/824,270	
SYMPLE	78/845,710	

WHEREAS the Assignor has agreed to assign unto the Assignee all right, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the trademarks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee the trademarks, together with the goodwill of the business symbolized by the trademarks, and the registrations and applications for the trademarks identified above, to be entered on the records of the U.S. Patent and Trademark Office as the subsequent owner of the said trademarks.

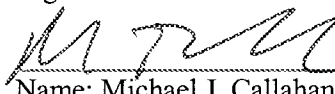
IN WITNESS WHEREOF, the Assignor and the Assignee have caused these presents to be executed the day and year first above written.

Assignee  
YAHOO! INC.



Name: Michael J. Callahan  
Title: Executive Vice President

Assignor  
Right Media LLC



Name: Michael J. Callahan  
Title: Secretary