FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

	Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL											
OMB Number:	3235-0287										
Estimated average I	burden										

hours per response:	0.5

1. Name and Addre	1 0		er Name and Ticke <mark>IOO INC</mark> [YI			ymbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner				
(Last) C/O YAHOO! I 701 FIRST AVE		3. Date 02/01	e of Earliest Transa /2005	ction (M	onth/E	Day/Year)	X	X Officer (give title Other (spec below) below) Chief Operating Officer				
(Street) SUNNYVALE	CA (State)	4. If Ar	nendment, Date of	Original	Filed	(Month/Day/Y	′ear)	6. Indiv Line) X	vidual or Joint/Group Form filed by One Form filed by Mor Person	e Reporting Pers	son	
		Table I - Noi	n-Derivative S	ecurities Acq	uired,	Disp	posed of, o	or Ben	eficially	Owned		
1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)					5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership
				Code	V Amount (A) or (D)		Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)		
Common Stock			02/01/2005		S		2,100	D	\$34.99	334,689	D	
Common Stock			02/01/2005		S		800	D	\$34.98	333,889	D	
Common Stock Common Stock			02/01/2005 02/01/2005		S S		800 1,400	D D	\$34.98 \$34.96	333,889 332,489	D D	
Common Stock			02/01/2005		S		1,400	D	\$34.96	332,489	D	

Common Stock	02/01/2005	S	1,500	D	\$34.94	330,289	D	
Common Stock	02/01/2005	S	1,500	D	\$34.93	328,789	D	
Common Stock	02/01/2005	S	800	D	\$34.9	327,989	D	
Common Stock	02/01/2005	S	600	D	\$34.89	327,389	D	
Common Stock	02/01/2005	S	600	D	\$34.8	326,789	D	
Common Stock	02/01/2005	S	400	D	\$34.78	326,389	D	
Common Stock	02/01/2005	S	900	D	\$34.77	325,489	D	
Common Stock	02/01/2005	S	1,000	D	\$34.76	324,489	D	
Common Stock	02/01/2005	S	1,000	D	\$34.75	323,489	D	
Common Stock	02/01/2005	S	3,000	D	\$34.74	320,489	D	
Common Stock	02/01/2005	S	1,000	D	\$34.72	319,489	D	
Common Stock	02/01/2005	S	1,400	D	\$34.71	318,089	D	
Common Stock	02/01/2005	S	1,800	D	\$34.7	316,289	D	
Common Stock	02/01/2005	S	700	D	\$34.69	315,589	D	
Common Stock	02/01/2005	S	1,300	D	\$34.68	314,289	D	
Common Stock	02/01/2005	S	700 ⁽¹⁾	D	\$34.67	313,589	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned	
(e.g., puts, calls, warrants, options, convertible securities)	

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		5. Nu of Deriv Secu Acqu (A) of Dispo of (D) (Instr and 5	vative rities ired r osed) . 3, 4	6. Date Exerc Expiration Da (Month/Day/Y	ate	Amount of		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

1. All shares reported sold on this Form 4 were sold pursuant to a 10b5-1 trading program.

<u>/s/ Daniel Rosensweig</u>

02/02/2005

Date

** Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.