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ATTORNEY DOCKET No.: 64557.000007

1 COVER SHEET  
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102626241

Please record the attached original document(s) or copy(ies) thereof.

1. Name of Conveying Party(ies):  
About, Inc.

DEC 12 2003

Additional name(s) of conveying party(ies) attached?

☐ Yes☒ No

2. Name and Address of Party(ies) receiving an interest (assignee(s)):

Name: Google, Inc.

Name:

Address: 2400 Bayshore Parkway

Address:

Mountain View, CA 94043

Country:

Country:

Additional name(s) and address(es) attached?

☐ Yes☒ No

3. Nature of Conveyance:

☒ Assignment☐

Merger

☐

Change of Name

☐ Verified Translation☐

Security Agreement

☐

Other: \_\_\_\_\_

Execution Date: October 23, 2003

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date(s) of the application is: \_\_\_\_\_

A. Patent Application No(s):B. Patent No(s):10/309,332

Others on additional sheet(s) attached?

☐ Yes☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

**Brian M. Buroker**

Intellectual Property Department

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Suite 1200

Washington, DC 20006-1109

(202) 955-1500 (telephone)

(202) 778-2201 (facsimile)

6. Total number of applications and patents involved:

Application(s): 1

+ Patent(s): \_\_\_\_\_

= Total: 17. Total Fee (37 C.F.R. § 3.41) . . . . \$ 40.00☒ Enclosed☐ Authorized to be charged to Deposit Account8. Deposit Account No.: 50-0206

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9. Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Brian M. Buroker

Name of Person Signing

Signature

December 12, 2003

Date

Total number of pages including cover sheet, attachments, and document:

3

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**PATENT APPLICATION ASSIGNMENT**

**PATENT APPLICATION ASSIGNMENT** (the "Assignment") made as of October 23, 2003, between ABOUT, INC., a Delaware corporation ("Assignor"), and GOOGLE INC., a Delaware corporation ("Assignee")..

**WHEREAS**, Assignor is the owner of patent applications listed on Schedule A attached hereto (collectively, the "Applications") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

**WHEREAS**, Assignee desires to acquire any and all rights that Assignor may have in and to the Applications and the registrations and applications thereof together with the goodwill connection with which Applications are used; and

**WHEREAS**, Assignor and Assignee have executed an Asset Purchase Agreement on the date hereof (the "Agreement"), pursuant to which Assignee is acquiring certain Assets from the Assignor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors, assigns or other legal representatives, all of Assignor's right, title and interest in and to the Applications and to any and all reexaminations, reissues, continuations, continuations-in-part, renewals or extensions of the Applications in the United States and throughout the world for the full term or terms for which the Applications may be granted in the United States and throughout the world. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks or any other proper officer or agency of any country to issue all said Letters Patent to Assignee.

**IN WITNESS WHEREOF**, the Assignor has executed this Patent Application Assignment as of the date first written above.

ABOUT, INC.

By: Beverly C. Chell  
 Name: Beverly C. Chell  
 Title: Vice Chairman

UNITED STATES OF AMERICA:

STATE OF NEW YORK:

COUNTY OF NEW YORK:

On this 23<sup>rd</sup> day of October, 2003, before me appeared Beverly C. Chell, who signed this instrument, and who acknowledges that he signed it as a free act on behalf of About, Inc., as Vice Chairman.

Jason S. Thaler  
 Notary Public

JASON S. THALER  
 Notary Public, State of New York  
 No. 02TH6062273  
 Qualified in New York County  
 Commission Expires August 06, 2005

**SCHEDULE A**

<b>Country/Type</b>	<b>Patent</b>	<b>Status</b>	<b>App. No.</b>	<b>Filing Date</b>
US/Utility	Method and System for Providing Advertising Through Content Specific Nodes over the Internet	Awaiting First Office Action	10/309,332	12/04/02