

01-14-2005



FR SHEET

102921029

Atty. Docket No.: **Google-86 (GP-344-00-US)**

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

12.3654

1. Name of conveying party(ies):
**Gregory Joseph BADROS, Robert J. STETS,
Lucy ZHANG**
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: **Google, Inc.**
Address: **1600 Amphitheatre Parkway
Building 41**
City: **Mountain View** State: **CA** ZIP: **94043**
Additional name(s) & address(es) attached? Yes No

112904 U.S. PTO
11/026415



123004

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Dates: **December 23, 26 and 27, 2004**

4. Application number(s) or patent number(s):
If this document is being filed together with a new application, the execution date of the application is: **December 23, 26 and 27, 2004**

A. Patent Application No.(s) B. Patent No.(s)
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **John C. Pokotylo, Esq.
STRAUB & POKOTYLO
Customer No. 26479**
Internal Address: **620 Tinton Avenue**
Street Address: **Bldg. B, 2nd Floor**
City: **Tinton Falls** State: **NJ** ZIP: **07724-3260**

6. Total number of applications and patents involved: **1**
7. Total fee (37 CFR 3.41).....\$ **40.00**
 Enclosed (included with Filing Fees)
 Any additional fees required are authorized to be charged to the deposit account listed below.

8. Deposit account number:
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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

John C. Pokotylo
Name of Person Signing

Signature

December 30, 2004
Date

Total number of pages comprising cover sheet plus assignment: **17**

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01/06/2005 DTESSEM1 00000015 11026415

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40.00 UF

Atty. Doc. No.: Google-86 (GP-344-00-US)

ASSIGNMENT

WHEREAS, we, **Gregory Joseph BADROS**, ASSIGNOR

a citizen of the USA, residing at 2045 W. El Camino Real,
Apt. # 227, Mountain View, CA 94040;

Robert J. STETS, ASSIGNOR

a citizen of the USA, residing at 3085 Middlefield Road,
Apt. # 28, Palo Alto, CA 94306; and

Lucy ZHANG, ASSIGNOR

a citizen of the USA, residing at 32740 South Belami Loop,
Union City, CA 94587;

are the inventors of the invention in:

IMPROVING ADVERTISEMENT APPROVAL

for which an application for a Patent of the United States

was filed on _____, as application serial number
_____, or

is filed herewith;

and WHEREAS, **Google, Inc.**, a corporation of the State of
Delaware, having a place of business at 1600 Amphitheatre
Parkway, Building 41, Mountain View, CA 94043, ASSIGNEE

is desirous of obtaining the entire right, title and
interest in, to and under the invention and the
application;

NOW, THEREFORE, for good and valuable consideration, the
receipt of which is hereby acknowledged, WE, the ASSIGNORS,
have sold, assigned, transferred and set over, and by these
presents do hereby sell, assign, transfer and set over,
unto the ASSIGNEE, its successors, legal representatives
and assigns, the entire right, title and interest in, to
and under the invention, and the United States application
and all divisions, renewals and continuations (including

all continuation-in-part applications) thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention or claim the benefit of the application or any right of priority to the application, in any and all countries including any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

The undersigned hereby grant(s) the law firm of Straub & Pokotylo the power to insert on this Assignment any further identification, including the application serial number, which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
26 day of December, 2004.



Gregory Joseph Badros, Assignor

WITNESSED BY:

Karen K. Badros (Karen K. Badros)
Name

722 Burning Tree Circle
Address

Salisbury, MD 21801



ASSIGNMENT

WHEREAS, we, **Gregory Joseph BADROS**, ASSIGNOR

a citizen of the **USA**, residing at **2045 W. El Camino Real, Apt. # 227, Mountain View, CA 94040;**

Robert J. STETS, ASSIGNOR

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Lucy ZHANG, ASSIGNOR

a citizen of the **USA**, residing at **32740 South Belami Loop, Union City, CA 94587;**

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is desirous of obtaining the entire right, title and interest in, to and under the invention and the application;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, WE, the ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention, and the United States application and all divisions, renewals and continuations (including

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all continuation-in-part applications) thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention or claim the benefit of the application or any right of priority to the application, in any and all countries including any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

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AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 20____.

Gregory Joseph Badros, Assignor

WITNESSED BY:

Name

Address

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this

27 day of December, 2024.

Robert J. Stets

Robert J. Stets, Assignor

WITNESSED BY:

Name

Address

9

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 20_____.

Lucy Zhang, Assignor

WITNESSED BY:

Name

Address

ASSIGNMENT

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all continuation-in-part applications) thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention or claim the benefit of the application or any right of priority to the application, in any and all countries including any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 20_____.

Gregory Joseph Badros, Assignor

WITNESSED BY:

Name

Address

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this

_____ day of _____, 20____.

Robert J. Stets, Assignor

WITNESSED BY:

Name

Address

15

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
23rd day of December, 2004.

Lucy Zhang
Lucy Zhang, Assignor

WITNESSED BY:

Marisa Bauer *Marisa B. Bauer*
Name

40825 Sundale Dr.
Address

Fremont, CA 94538