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To the Director of the U.S. Patents and Trademark Office

or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Karl Pfleger  
Brian Larson

Execution Date(s) February 7, 2005

Additional name of conveying party(ies) attached? ☐ Yes ☒ No

**3. Nature of conveyance:**

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Government Interest Assignment  
☐ Executive Order 9424, Confirmatory License  
☐ Other \_\_\_\_\_

**2. Name and address of receiving party(ies)**

Name: Google, Inc.

Internal Address: \_\_\_\_\_

Street Address: 1600 Amphitheatre Parkway

City: Mountain View

State: California

Country: United States Zip: 94043

Additional Name(s) & address(es) attached? ☐ Yes ☒ No

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

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

10,802,958

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: John C. Alemanni

Internal Address: \_\_\_\_\_

Street Address: 1001 West Fourth Street

City: Winston-Salem

State: North Carolina Zip: 27101

Phone Number: (336) 607-7300

Fax Number: (336) 607-7500

Email Address: jalemanni@kilpatrickstockton.com

**6. Total number of applications and patents involved: 1**

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- ☐ Authorized to be charged by credit card  
☐ Authorized to be charged to deposit account  
☒ Enclosed  
☐ None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature :**

Signature

John C. Alemanni

February 10, 2005

Date

Total number of pages including cover sheet, attachments, and documents 1

Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, VA 22313-1450

PATENT

REEL: 016255 FRAME: 0229

02/16/2005 04:00:26 10802958 40.00 DP

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Attorney Docket No: 53051/292318

**ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS IN  
PATENT APPLICATION**

Whereas I/we the undersigned inventor(s) have invented certain new and useful innovations as set forth in the patent application entitled

**METHODS AND SYSTEMS FOR ADJUSTING A  
SCORING MEASURE BASED ON QUERY BREADTH**

for which I (we) have executed an application for a United States Patent which was filed in the U.S. Patent and Trademark Office on March 17, 2004, and which bears the Application No. 10/802,958.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Agree to sell, assign, transfer, and convey, and hereby do sell, assign, transfer, and convey, to Google Inc., a Delaware corporation having a place of business at 1600 Amphitheatre Parkway, Mountain View, CA 94043, (hereinafter referred to as "ASSIGNEE"), the entire right, title, and interest in and to (a) any intellectual property (including without limitation any innovation, information, invention, discovery, product, process, work, copyright, or design) disclosed, embodied, affixed, shown, or claimed in the above-referenced patent application, implicitly or explicitly; (b) the above-referenced patent application, any application based in whole or in part upon the above-referenced patent application, and any application claiming priority to the above-referenced patent application (including without limitation any continuation, continuation-in-part, reissue, reexamination, or foreign patent application based in whole or in part on the above-referenced patent application or claiming priority to the above-referenced patent application); and (c) any Patent (including without limitation domestic and foreign patents, utility models, industrial designs, divisionals, reissues, and reexaminations) that is granted or issued upon, or that claims priority to, any and all applications under (b) of this paragraph or that discloses or claims intellectual property under (a) of this paragraph, in whole or in part.
- 2) Authorize and request the Commissioner of Patents or any other agency, domestic or foreign, to issue any and all Letters or other Patent(s), or other document(s), resulting from patent applications or intellectual property under paragraph 1 (including without limitation any division(s), continuation(s) (in whole or in part), substitute(s), or reissue(s) thereof) to the ASSIGNEE.
- 3) Agree to execute all papers and documents, including without limitation applications, declarations, oaths, petitions, and other papers, and, entirely at the ASSIGNEE'S expense, perform any acts which are necessary in connection with the prosecution of patent applications or intellectual property under paragraph 1 and/or the

Application No. 10/802,958  
Filed: March 17, 2004

Attorney Docket No: 53051/292318

enforcement of patents or other rights resulting from such applications or intellectual property.

4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives, and assigns.

5) Warrant and represent that I/we have not entered, and will not enter into, any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

1) Signature:   
Typed Name: Karl Pflieger

Date: 2/7/05

2) Signature:   
Typed Name: Brian Larson

Date: 2-7-05