

3-18-05

03-31-2005

Post Office Mail No. EV 534 876 775 US



102970359

Attorney Docket Number
60963-5066-US

Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Please record the attached original documents or copy thereof.

112948 U.S. PTO
11/084384
031805

1. Name of conveying party(ies): Xuefu Wang		2. Name and address of receiving party(ies): Name: <u>Google, Inc.</u> Address: <u>1600 Amphitheatre Parkway</u> <u>Building 41</u> <u>Mountain View, CA 94043</u>	
Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Country (if other than USA):	
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment Security Agreement Other		Merger Change of Name	
Execution Date: <u>03/16/05</u>			
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: 03/16/05			
A. Patent Application No.(s) -		B. Patent No.(s)	
Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
5. Name and address of party to whom correspondence concerning document should be mailed: MORGAN, LEWIS & BOCKIUS LLP 2 Palo Alto Square 3000 El Camino Real, Suite 700 Palo Alto, California 94306		6. Number of applications and patents involved: <u>1</u>	7. Total fee (37 CFR 3.41):.....\$ 40.00 Please charge to the deposit account listed in Section 8.
		8. Deposit account number: <u>50-0310 (order no. 60963-5066-US)</u>	

DO NOT USE THIS SPACE

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.

Gary S. Williams	31,066		March 18, 2005
Name of Person Signing	Reg. No.	Signature	Date

Total number of pages including cover sheet: 2

Mail documents to be recorded with required cover sheet information to:
Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

03/30/2005 DBYRME 00000136 500310 11084384
01 FC:8021 40.00 DA

SOLE

ASSIGNMENT

WHEREAS, I, Xuefu Wang, ASSIGNOR, citizen of the Canada, residing in Sunnyvale, CA, am the inventor of the invention in METHOD AND SYSTEM FOR A PRIVACY PRESERVING PERSONALIZED ADVERTISEMENT SELECTOR for which I have executed an application for a Patent of the United States

- which is executed on even date herewith
- which is identified by Morgan, Lewis & Bockius LLP docket no. 060963-5066-US
- which was filed on _____, Application No. _____
- I hereby authorize and request my attorney, Gary S. Williams, of Morgan, Lewis & Bockius LLP, to insert here in parenthesis (Application number _____, filed _____) the filing date and application number of said application when known.

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 our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I, the said ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, my entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations 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 said invention in 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 said 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, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

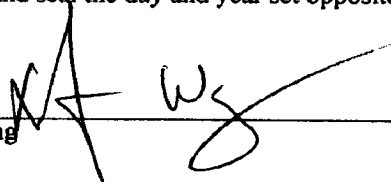
AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to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

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

AND I HEREBY further covenant and agree that I will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting said 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 said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year set opposite my signature.

Date: 3/16/2005, 2005

Xuefu Wang  L.S.