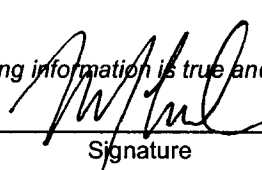


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Form PTO-1595 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)		RE	04-26-2005	ET	U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office 53051/302344
Tab settings ⇨ ⇨ ⇨ ▼		102988633			
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.					
1. Name of conveying party(ies): Gilad Israel Elbaz Kenneth Bronson Additional name of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party(ies) Name: Google Inc. Internal Address: _____ Street Address: _____ 1600 Amphitheatre Parkway City: Mountain View State: CA Zip: 94043 Additional Name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: Elbaz - 04/18/05; Bronson - 04/11/05					
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: _____ A. Patent Application No.(s) B. Patent No.(s) 11/026,680 Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
5. Name and address of party to whom correspondence concerning this document should be mailed: Name: John C. Alemanni Internal Address: Kilpatrick Stockton LLP Street Address: 1001 West Fourth Street City: Winston-Salem State: NC Zip: 27101		6. Total number of applications and patents involved: 1 7. Total fee (37 CFR 3.41) \$ 40 <input checked="" type="checkbox"/> Form PTO-2038 is attached, authorizing the charge of \$40 8. Deposit account number: 1-0855 <input checked="" type="checkbox"/> Authorized to charge to deposit account to credit any overpayment or charge any underpayment. (Attach duplicate copy of this page if paying by deposit account)			
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. Michael J. Turton  April 19, 2005 Name of Person Signing Signature Date 00000071 11026680					

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Total number of pages including cover sheet, attachments, and documents: 6
Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

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 PROVIDING RELEVANT ADVERTISEMENTS OR OTHER CONTENT FOR INACTIVE UNIFORM RESOURCE LOCATORS USING SEARCH QUERIES

the specification of which was filed at the United States Patent Office on December 31, 2004 and assigned Serial No. 11,026,680.

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

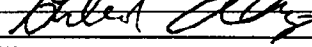
Assignment of Intellectual Property Rights in Patent
Application
*Methods and Systems for Providing Relevant
Advertisements or Other Content for Inactive
Uniform Resource Locators Using Search
Queries*
Page 2 of 2

Attorney Docket No: 53051/302344

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:  Date: April 18, 2005
Typed Name: Gilad Israel Elbaz
- 2) Signature: _____ Date: _____
Typed Name: Kenneth Bronson

**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

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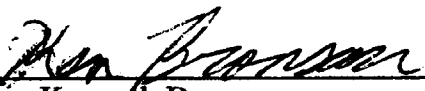
For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 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.
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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: _____ Date: _____
Typed Name: Gilad Israel Elbaz
- 2) Signature:  Date: 4/11/05
Typed Name: Kenneth Bronson