

07-11-2005

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Attorney's Docket No. 0026-0142

To the Honorable Commissioner of Patents and Trademarks, Please return the attached original document(s) or copy(ies) thereof.

## 1. Name of conveying party(ies):

Shrish Agrawal  
Johnny Chen

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

☐ Yes ☒ No

## 3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name

Other:

Execution Date: June 28, 2005

## 2. Name and address of receiving party(ies):

Name: Google Inc.

Address: 1600 Amphitheatre Parkway  
Mountain View, CA 94043

Additional name(s) &amp; address(es) attached?

☐ Yes☒ No

112959 U.S. PTO  
11/170134

063005

## 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: June 28, 2005

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: John E. Harrity

Address: HARRITY & SNYDER, L.L.P.  
11240 Waples Mill Road  
Suite 300  
Fairfax, Virginia 22030

CUSTOMER NUMBER: 44989

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

## 7. Total fee (37 CFR 3.41): \$40.00

☒ Enclosed☒ Authorization to be charged to deposit account, if necessary.

## 8. Deposit account number:

50-1070

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

John E. HarrityReg. No. 43,367

Name of Person Signing

Signature

June 30, 2005

Date

Total number of pages including cover sheet, attachments, and document: 3

Attorney's Docket No. 0026-0142

**ASSIGNMENT  
(Joint)  
Worldwide Rights**

THIS ASSIGNMENT, by Shrish Agrawal and Johnny Chen residing at 425 S. Bernardo Ave., Apt. 112, Sunnyvale, CA 94086 and 1239 Balboa Ct., Sunnyvale, CA 94086 (hereinafter referred to as "the Assignors"), respectively, witnesseth:

WHEREAS, the Assignors have invented certain new and useful improvements in DETERMINING ADVERTISING ACTIVITY set forth in an application for Letters Patent of the United States,

- (1) ☐ which is a provisional application  
(a) ☐ filed herewith; or  
(b) ☐ bearing Application No., and filed on; or
- (2) ☒ which is a non-provisional application  
(a) ☐ having an oath or declaration executed on even date herewith prior to filing of application;  
(b) ☐ bearing Application No., and filed on  
; or  
(c) ☒ filed herewith; and

WHEREAS, Google Inc., a corporation of the state of Delaware, having its principal place of business at 1600 Amphitheatre Parkway, Building 41, Mountain View, California 94043 (hereinafter referred to as "the Assignee"), is desirous of acquiring the entire right, title, and interest in and to said inventions, the right to file applications on said inventions and the entire right, title and interest in and to any applications, including provisional applications for Letters Patent of the United States or other countries claiming priority to said application, and in and to any Letters Patent or Patents, United States or foreign, to be obtained therefor and thereon.

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor has sold, assigned, transferred, and set over, and by these presents do sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns the entire right, title, and interest in and to the above-mentioned inventions, the right to file applications on said inventions and the entire right, title and interest in and to any applications for Letters Patent of the United States or other countries claiming priority to said applications, and any and all Letters Patent or Patents of the United States of America and all foreign countries that may be granted therefor and thereon, any previously or subsequently filed provisional applications, and in and to any and all applications claiming priority to said applications, including divisions, continuations, and continuations-in-part of said applications, and reissues and extensions of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by the Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made;

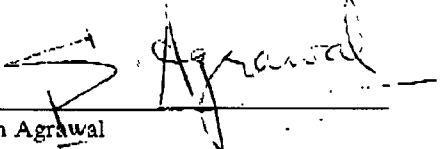
AND for the same consideration, the Assignors hereby covenant and agree to and with the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, the Assignors are the sole and lawful owners of the entire right, title, and interest in and to the inventions set forth in said applications and said applications, including provisional applications, above-mentioned, and that the same are unencumbered, and that the Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth;

AND for the same consideration, the Assignors hereby covenant and agree to and with the Assignee, its successors, legal representatives, and assigns that the Assignors will, whenever counsel of the Assignee, or the counsel of its successors, legal representatives, and assigns, shall advise that any proceeding in connection with said inventions or said applications for Letters Patent or Patents, or any proceeding in connection with Letters Patent or

Joint Assignment  
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Patents for said inventions in any country, including interference proceedings, is lawful and desirable, or that any application claiming priority to said application, division, continuation, or continuation-in-part of any applications for Letters Patent or Patents, or any reissue or extension of any Letters Patent or Patents to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement, and defense of Letters Patent or Patents for said inventions, without charge to the Assignee, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns;

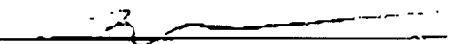
AND the Assignors hereby request the Commissioner of Patents to issue any and all said Letters Patent of the United States to the Assignee as the Assignee of said inventions, the Letters Patent to be issued for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

  
Shrish Agrawal

\_\_\_\_\_  
Witness Name

Date: 6/28/2005

\_\_\_\_\_  
Witness Signature

  
Johnny Chen

\_\_\_\_\_  
Witness Name

Date: 6-28-2005

\_\_\_\_\_  
Witness Signature