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PATENTS ONLY

Atty. Docket No.: Google-45 (GP-104-00-US)

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

1. Name of conveying party(ies):
Eric VEACH
Additional name(s) of conveying party(ies) attached? Yes No

Name: Google, Inc.
Address: 2400 Bayshore Parkway
City: Mountain View State: CA ZIP: 94043

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

Additional name(s) & address(es) attached? Yes No

Execution Date: November 4, 2003

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) 10/610,350 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
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 Any fees required are authorized to be charged to the deposit account listed below.
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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 John C. Pokotylo December 2, 2005
Name of Person Signing Signature Date
Total number of pages comprising cover sheet plus assignment: 4

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Additional name(s) of conveying party(ies) attached? ___ Yes <u>XX</u> No	Additional name(s) & address(es) attached? ___ Yes <u>XX</u> No
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<u>John C. Pokotylo</u> Name of Person Signing	<u>John C. Pokotylo</u> Signature	<u>December 2, 2005</u> Date
Total number of pages comprising cover sheet plus assignment: <u>4</u>		

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PATENT
REEL: 017086 FRAME: 0027

Atty. Doc. No.: Google-45 (GP-104-00-US)

ASSIGNMENT
(single inventor)

WHEREAS, I, **Eric Veach**, ASSIGNOR

a citizen of the **USA**, residing at **1123 Doyle Place,**
Mountain View, CA 94040;

am the inventor of the invention in:

**USING ENHANCED AD FEATURES TO INCREASE COMPETITION IN
ONLINE ADVERTISING**

for which I executed an application for a Patent of the
United States filed on June 30, 2003 as Application Serial
No. 10/610,350; and

WHEREAS, **Google Inc.**, a corporation of the State of
Delaware, having a place of business at **2400 Bayshore**
Parkway, 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, I, the ASSIGNOR,
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 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 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;

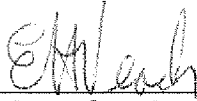
AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the 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 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 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
4 day of November, 2003.



Eric Veach, Assignor

WITNESSED BY:

Karen Robertson
Name

2402 Bayshore Parkway
Address

Mountain View, CA 94043