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PATENTS ONLYAtty. Docket No.: **Google-118 (GP-524-00-US)**

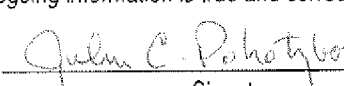
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  <p style="text-align: center;"><b>Brian AXE, Ross KONINGSTEIN</b></p> Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies):  Name: <b>Google, Inc.</b> Address: <b>1600 Amphitheatre Parkway</b> City: <b>Mountain View</b> State: <b>CA</b> ZIP: <b>94043</b>  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: <b>December 5, 2005</b>	

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>11/241,818</b> B. Patent No.(s) _____  Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
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5. Name and address of party to whom correspondence concerning document should be mailed: Name: <b>John C. Pokotylo, Esq.</b> <b>STRAUB &amp; POKOTYLO</b> <b>Customer No. 26479</b> Internal Address: <b>620 Tinton Avenue</b> Street Address: <b>Bldg. B, 2<sup>nd</sup> Floor</b>  City: <b>Tinton Falls</b> State: <b>NJ</b> ZIP: <b>07724-3260</b>	6. Total number of applications and patents involved: <b>1</b> 7. Total fee (37 CFR 3.41).....\$ <b>40.00</b> <input type="checkbox"/> Enclosed (included with Filing Fees) <input checked="" type="checkbox"/> Any fees required are authorized to be charged to the deposit account listed below.  8. Deposit account number: <p style="text-align: center;"><b>50-1049</b></p> (Attach duplicate copy of this page if paying by deposit account)
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9. Statement and signature <i>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</i>		
<b>John C. Pokotylo</b> Name of Person Signing	 Signature	<b>December 15, 2005</b> Date
Total number of pages comprising cover sheet plus assignment: <b>6</b>		

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CH \$40.00 501049 11241818

Atty. Doc. No.: Google-118 (GP-524-00-US)

**ASSIGNMENT**

WHEREAS, we, **Brian AXE**, ASSIGNOR

a citizen of the USA, residing at 342 Liberty Street, San Francisco, CA 94114; and

**Ross KONINGSTEIN**, ASSIGNOR

a citizen of the USA, residing at 1028 Henderson Avenue, Menlo Park, CA 94025;

are the inventors of the invention in:

**CONTROLLING THE SERVING OF ADVERTISEMENTS, SUCH AS COST PER IMPRESSION ADVERTISEMENTS FOR EXAMPLE, TO IMPROVE THE VALUE OF SUCH SERVES**

for which an application for a Patent of the United States

☒ was filed on September 30, 2005, as application serial number 11/241,818, or

☐ is filed herewith;

and WHEREAS, **Google, Inc.**, a corporation of the State of Delaware, having a place of business at 1600 Amphitheatre 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, WE, the ASSIGNORS, 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 or claim the benefit of the application or any right of priority to the application, in any and all countries including 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 WE 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.

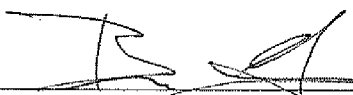
AND WE HEREBY covenant and agree that we have full right to convey the entire interest assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we 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  
5 day of Dec, 2005.

  
\_\_\_\_\_  
Brian Axe, Assignor

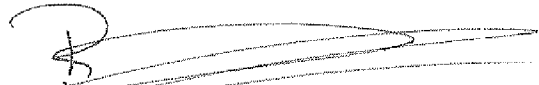
WITNESSED BY:

  
\_\_\_\_\_  
Name Ross Konigstein

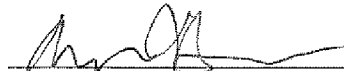
1028 Henderson Ave  
Address

Menlo Park, CA 94025

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
5 day of December, 2005.

  
\_\_\_\_\_  
Ross Koningstein, Assignor

WITNESSED BY:

  
Name William Hamburger  
4039 Manzanita Ln.  
Address \_\_\_\_\_  
Palo Alto, CA 94306