

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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PATENTS ONLY

Atty. Docket No.: **Google-95 (GP-295-00-US)**

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

1. Name of conveying party(ies):
**Darrell ANDERSON, Alexander Paul CAROBUS,
Giao NGUYEN, Narayanan SHIVAKUMAR**
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: **Google, Inc.**
Address: **1600 Amphitheatre Parkway**
City: **Mountain View** State: **CA** ZIP: **94043**
Additional name(s) & address(es) attached? Yes No

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

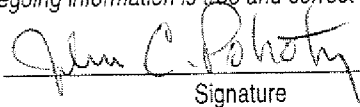
Execution Dates: **December 2, 5 and 12, 2005**

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) **11/184,053** 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**
 Enclosed (included with Filing Fees)
 Any additional fees required are authorized to be charged to the deposit account listed below.
8. Deposit account number: **50-1049**
(Attach duplicate copy of this page if paying by deposit account)

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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  **January 3, 2006**
Name of Person Signing Signature Date
Total number of pages comprising cover sheet plus assignment: **29**

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Mail documents to be recorded with required cover sheet information to:
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Alexandria, VA 22313-1450**
Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time to reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

CH \$40.00 501049 11184053

Atty. Doc. No.: Google-95 (GP-295-00-US)

ASSIGNMENT

WHEREAS, we, Darrell ANDERSON, ASSIGNOR

a citizen of the USA, residing at 111 N. Rengstorff Ave.,
Apt. #167, Mountain View, CA 94043;

Alexander Paul CAROBUS, ASSIGNOR

a citizen of the USA, residing at 900 High School Way,
Apt. # 2137, Mountain View, CA 94041;

Giao NGUYEN, ASSIGNOR

a citizen of the USA, residing at 9185 Giant Panda Drive,
Sacramento, CA 95829; and

Narayanan SHIVAKUMAR, ASSIGNOR

a citizen of India, residing at 1093 McKay Drive, San Jose,
CA 95131; and

are the inventors of the invention in:

SELECTING AND/OR SCORING CONTENT-RELEVANT ADVERTISEMENTS

for which an application for a Patent of the United States

was filed on July 18, 2005, as application serial
number 11/184,053, 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
12 day of December, 2005.



Darrell Anderson, Assignor

WITNESSED BY:

Brandon Hall
Name

5582 Claremont Ave
Address

Oakland, CA 94618

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 20____.

Alexander Paul Carobus, Assignor

WITNESSED BY:

Name

Address

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 20_____.

Giao Nguyen, Assignor

WITNESSED BY:

Name

Address

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
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Narayanan Shivakumar, Assignor

WITNESSED BY:

Name

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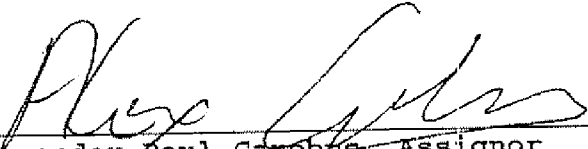
Darrell Anderson, Assignor

WITNESSED BY:

Name

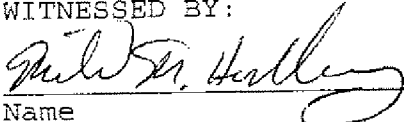
Address

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



Alexander Paul Carobus, Assignor

WITNESSED BY:



Name

1348 Bobolink Circle
Address

Sunnyvale, CA 94087

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 20_____.

Giao Nguyen, Assignor

WITNESSED BY:

Name

Address

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
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Narayanan Shivakumar, Assignor

WITNESSED BY:

Name

Address

Atty. Doc. No.: Google-95 (GP-295-00-US)

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Alexander Paul Carobus, Assignor

WITNESSED BY:

Name

Address

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

Giao Nguyen
Giao Nguyen, Assignor

WITNESSED BY:

WJ Sullivan
Name

19721 Parkview Ct
Address

Cupertino, CA

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Darrell Anderson, Assignor

WITNESSED BY:

Name

Address

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Alexander Paul Carobus, Assignor

WITNESSED BY:

Name

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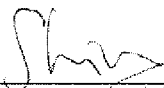
Giao Nguyen, Assignor

WITNESSED BY:

Name

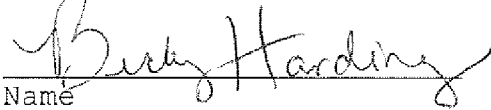
Address

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



Narayanan Shivakumar, Assignor

WITNESSED BY:



Name

720 4th Ave Ste 400
Address

Kirkland WA 98033