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PATENTS ONLYAtty. Docket No.: **Google-57 (GP-151-00-US)**

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Jeremy BEMAdditional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ OtherExecution Date: **June 21, 2004**

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

Name: **Google, Inc.**Address: **2400 Bayshore Parkway**City: **Mountain View** State: **CA** ZIP: **94043**Additional name(s) & address(es) attached? ☐ Yes ☒ No

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) **10/674,888**

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. 26479Internal 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 fees required are authorized to be charged to the deposit account listed below.

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*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**

Name of Person Signing



Signature

January 13, 2006

Date

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CH \$40.00 501049 10674888

Atty. Doc. No.: Google-57 (GP-151-00-US)

ASSIGNMENT
(single inventor)

WHEREAS, I, **Jeremy BEM**, ASSIGNOR

a citizen of the **USA**, residing at **1636 1/2 63rd Street,**
Berkeley, CA 94703

am the inventor of the invention in:

**INCREASING A NUMBER OF RELEVANT ADVERTISEMENTS USING A
RELAXED MATCH**

for which ~~I have submitted~~ an application for a Patent of
the United States ~~XXXXXXX~~ was filed on September 30,
2003 and assigned serial number 10/674,888.

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 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 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
21st day of June, 2004.

Jeremy Ben
Jeremy Ben, Assignor

WITNESSED BY:

Karen Robertson
Name

Google Inc.
Address

Mountain View, CA 94043