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Atty. Docket No.: **Google-55 (GP-143-00-US)**

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

1. Name of conveying party(ies):
**Brian AXE, Rama RANGANATH,
Narayanan SHIVAKUMAR**
Additional name(s) of conveying party(ies) attached? Yes No

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

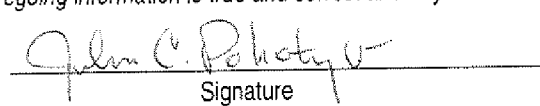
3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
Execution Date: **February 19, 2004**

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) **10/656,917** 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 fees required are authorized to be charged to the deposit account listed below.
8. Deposit account number: **50-1049**
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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 13, 2006**
Name of Person Signing Signature Date
Total number of pages comprising cover sheet plus assignment: **7**

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Atty. Doc. No.: Google-55 (GP-143-00-US)

ASSIGNMENT

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

a citizen of the US, residing at **342 Liberty Street, San Francisco, CA 94114;**

Rama RANGANATH, ASSIGNOR

a citizen of the US, residing at **2310 Rock Street, Apt. 50, Mountain View, CA 94043;**

Narayanan SHIVAKUMAR, ASSIGNOR

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

are the inventors of the invention in:

**IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC
COMPETITIVE ADS**

for which we executed an application for a Patent of the United States filed on September 5, 2003 as Application Serial No. 10/656,917; 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, 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 us 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
19 day of February, 2004.



Brian Axe, Assignor

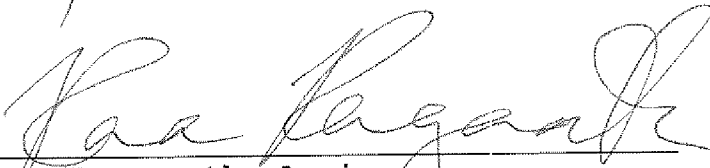
WITNESSED BY:

Karen Robertson
Name

2400 Bayshore Parkway
Address

Mountain View, CA 94043

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
19th day of February, 2004.



Rama Ranganath, Assignor

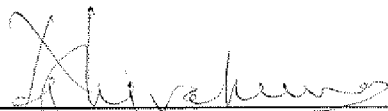
WITNESSED BY:

Karen Robertson
Name

2400 Bayshore Parkway
Address

Mountain View, CA 94043

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
19th day of Feb, 2009.



Narayanan Shivakumar, Assignor

WITNESSED BY:

Karen Robertsen
Name

2400 Bayshore Parkway
Address

Mountain View, CA 94043