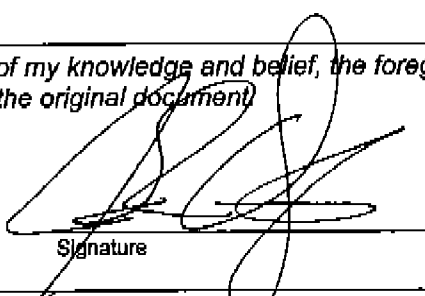


Substitute Form PTO-1595  
 Attorney Docket No.: 16113-099001  
 Client's Ref. No.: GP-785-00-US

## RECORDATION FORM COVER SHEET PATENTS ONLY

Commissioner for Patents: Please record the attached original document(s) or copy(ies).	
1. Name of conveying party(ies): Si Shen, Kentaro Tokusei, Weipeng Paul Yan, Giao Nguyen and Steve Miller Additional name(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies): Google Inc. 1600 Amphitheatre Parkway, Building 41 Mountain View, California 94043  Additional names/addresses 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: 1) 5/22/2006; 2) 5/22/2006; 3) 5/22/2006; 4) 5/16/2006; 5) 5/17/2006; 6) 5/19/2006	Additional names/addresses attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
4. Application number(s) or patent number(s): If this document is being filed with a new application, the execution date of the application is: A. Patent Application No(s): 11/360,015 B. Patent No(s):  Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
5. Name/address of party to whom correspondence concerning document should be mailed:  JOHN A. DRAGSETH Fish & Richardson P.C. 60 South Sixth Street Suite 3300 Minneapolis, MN 55402	6. Total number of applications/patents involved: 1  7. Total fee (37 CFR §3.41): \$40 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to charge Deposit Account.  8. Deposit Account No.: 06-1050 Please apply any additional charges, or any credits, to our Deposit Account No. 06-1050.
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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>	
John A. Dragseth Reg. No. 42,497 Name of Person Signing	 Signature
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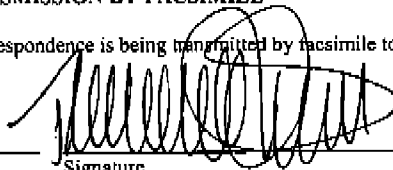
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### CERTIFICATE OF TRANSMISSION BY FACSIMILE

I hereby certify that this correspondence is being transmitted by facsimile to the Patent and Trademark Office on the date indicated below.

May 23, 2006  
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 Signature

Tammera A. Shimm  
 Typed Name of Person Signing Certificate

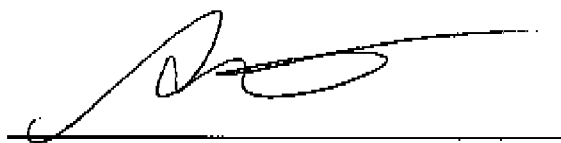
**PATENT**

Attorney's Docket No.: 16113-099001  
Client's Ref. No.: GP-785-00-US

### ASSIGNMENT

For valuable consideration, we, SI SHEN of 1667 Haight Street, San Francisco, CA 94117, KENTARO TOKUSEI of 15 Los Altos Square, Los Altos, CA 94022, WEIPENG PAUL YAN of 1025 Rockport Avenue, Redwood City, CA 94065, GIAO NGUYEN of 9185 Giant Panda Drive, Sacramento, CA 95829, STEVE MILLER of 922 Roble Ave. Menlo Park, CA 94025, hereby assign to: Google Inc., a corporation of Delaware having a place of business at: 1600 Amphitheatre Parkway, Building 41, Mountain View, California 94043; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled TARGETED MOBILE ADVERTISEMENTS, filed 2/22/2006, and assigned U.S. Serial Number 11/360,015, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Attorney's Docket No.: 16113-099001  
Client's Ref. No.: GP-785-00-US



SI SHEN

Witnessed by:

Hanping Peng  
Signature

Date: 5/22/06

Hanping Feng  
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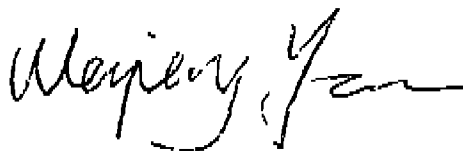
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GIAO NGUYEN  
GIAO NGUYEN

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[Signature]  
Signature

Date: 5/13/2006

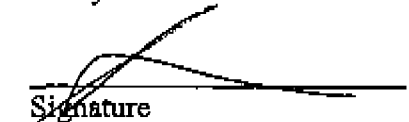
WILLIAM LADD  
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1100 Amphlett Parkway  
Bldg 42, Mountain View, CA  
Witness Address

Attorney's Docket No.: 16113-099001  
Client's Ref. No.: GP-785-00-US

  
\_\_\_\_\_  
STEVE MILLER

Witnessed by:

  
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Signature

Sean Sullivan  
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Date: 5/19/2006

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