

RECORDATION FORM

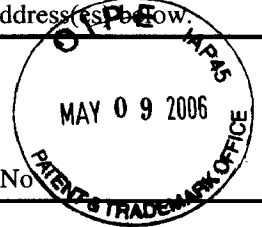
05-15-2006

To the Director of the U.S. Patent and Trademark Office

or new address (specify below)



103237242



5-9-06

1. Name of Conveying Party(ies):

Susan Wojcicki
Gokul Rajaram

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of Receiving Party(ies):

Name: Google, Inc.
Address: 1600 Ampitheatre Parkway
Mountain View, CA 94043
Country: U.S.

Name:
Address:
Country:

Additional name(s) and address(es) attached? Yes No

3. Nature of Conveyance/Execution Date(s):

Execution Date(s) April 17, 2006 and April 10, 2006, respectively.

- Assignment
- Security Agreement
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other: _____
- Merger
- Change of Name

4. Application or Patent Number(s): This document is being filed together with a new application.

A. Patent Application No.(s):

B. Patent No.(s):

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Brian M. Buroker
Intellectual Property Department
Hunton & Williams LLP
1900 K Street, N.W.; Suite 1200
Suite 1200
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(202) 955-1500 (telephone)
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6. Total number of applications and patents involved:

Application(s):	<u>1</u>
+ Patent(s):	<u>0</u>
= Total:	<u>1</u>

7. Total Fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged to Deposit Account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

Deposit Account No.: 50-0206
 Charge any underpayment or credit any overpayment to above Deposit Account

9. Signature:

Signature

05/10/2006 JAD001
06 FC:0021

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May 9, 2006
Date 40.00 OF

Phillip D. Mancini for Brian M. Buroker
Name of Person Signing

Total number of pages including coversheet, attachments, and document: 3

Attorney Docket No. 64557.000090
(GP-782-00-US)

ASSIGNMENT

WHEREAS, I, Susan Wojcicki, residing at ⁹⁴⁰²³ PO. Box 1926, Los Altos, CA and Gokul Rajaram, residing at 2029 Crist Dr, Los Altos, CA 94024 have invented certain new and useful improvements in and to the subject matter of:

ALLOCATING AND MONETIZING ADVERTISING SPACE IN OFFLINE MEDIA THROUGH ONLINE USAGE AND PRICING MODEL

described in an application for United States Letters Patent filed on March 31, 2006 and accorded Application No. 11/394,209.

AND, WHEREAS, GOOGLE INC., a corporation organized under the laws of the State of Delaware, having a place of business located at 1600 Amphitheatre Parkway, Mountain View, CA 94043 (hereinafter "ASSIGNEE"), is desirous of acquiring certain rights to the improvements and under the application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, receipt of which is hereby acknowledged, I do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, our entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said improvements, said United States application, any other United States applications, including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications, based in whole or in part on said United States application or in whole or in part on said improvements, any foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid United States applications or in whole or in part on said improvements, and in and to any and all letters patent, including extensions thereof, of any country which have been or may be granted on any of the aforesaid applications or on said improvements or any parts thereof;

AND I hereby authorize and request my agents, Hunton & Williams LLP, whose address is 1900 K Street, Suite 1200, Washington, DC 20006-1109, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of said application when known.

AND I hereby agree for myself and my heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced application or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, extensions or interference proceedings, or other applications for patents of any region or country, that may be necessary to secure to ASSIGNEE its interest and title in and to said improvements or any parts thereof, and in and to said several patents or any of them;

Attorney Docket No. 64557.00090
(GP-782-00-US)

AND I hereby covenant for myself and my legal representatives, and agree with said ASSIGNEE, its successors and assigns, that I have granted no right or license to make, use, sell or offer to sell said improvements, to anyone except said ASSIGNEE, that prior to the execution of this deed, our right, title and interest in said improvements had not been otherwise encumbered, and that I have not and will not execute any instrument in conflict therewith;

AND I do hereby authorize and request the Director of the United States Patent and Trademark Office to issue any and all letters patent which may be granted upon said United States applications, or upon said improvements or any parts thereof when granted, to said ASSIGNEE.

April 17th, 2004
Date


Susan Wojcicki

April 10, 2006
Date


Gokul Rajaram