

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Rose Yao</td><td>06/29/2006</td></tr><tr><td>Jared M. Jacobs</td><td>06/29/2006</td></tr></tbody></table>		Name	Execution Date	Rose Yao	06/29/2006	Jared M. Jacobs	06/29/2006
Name	Execution Date						
Rose Yao	06/29/2006						
Jared M. Jacobs	06/29/2006						
RECEIVING PARTY DATA							
Name:	Google Inc.						
Street Address:	1600 Amphitheatre Parkway						
Internal Address:	Building 41						
City:	Mountain View						
State/Country:	CALIFORNIA						
Postal Code:	94043						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11427774</td></tr></tbody></table>		Property Type	Number	Application Number:	11427774		
Property Type	Number						
Application Number:	11427774						
CORRESPONDENCE DATA							
Fax Number: (650)843-4001 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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ATTORNEY DOCKET NUMBER:	60963-5208-US						
NAME OF SUBMITTER:	Gary S. Williams						
Total Attachments: 1 source=60963-5208 assign#page1.tif							

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REEL: 018004 FRAME: 0406

MORGAN, LEWIS & BOCKIUS LLP DOCKET NO. 60963-5208-US

JOINT

ASSIGNMENT

WHEREAS, WE, ROSE YAO, citizen of the United States, residing in San Francisco, California; and JARED M. JACOBS, citizen of the United States, residing in Palo Alto, California, ASSIGNORS, are the inventors of the invention in DYNAMICALLY GENERATING CUSTOMIZED USER INTERFACES, for which we have executed an application for a Patent of the United States

- ☒ which is executed on ☒ even date herewith
☒ which is identified by Morgan, Lewis & Bockius LLP docket no. 60963-5208-US
☐ which was filed on _____, Application No. _____
☒ I hereby authorize and request my attorney, Gary S. Williams, of Morgan, Lewis & Bockius LLP, to insert here in parenthesis (Application number 11/427,774, filed 6/29/06) the filing date and application number of said application when known.

and WHEREAS, GOOGLE INC., ASSIGNEE, having a place of business at 1600 Amphitheatre Pkwy., Building 41, Mountain View, CA 94043-1351, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations 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 said invention in 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 said 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, inventors' certificates and designs which may be granted for said 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 said 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 herein 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 said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said 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 said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 6/29/, 2006 Rose Yao L.S.
ROSE YAO

Date 29 June, 2006 Jared Jacobs L.S.
JARED M. JACOBS