

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT								
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT								
<b>CONVEYING PARTY DATA</b>									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Thomas Stanis</td> <td>08/04/2006</td> </tr> <tr> <td>David Gehrking</td> <td>08/04/2006</td> </tr> <tr> <td>Ariel Bardin</td> <td>08/08/2006</td> </tr> </tbody> </table>		Name	Execution Date	Thomas Stanis	08/04/2006	David Gehrking	08/04/2006	Ariel Bardin	08/08/2006
Name	Execution Date								
Thomas Stanis	08/04/2006								
David Gehrking	08/04/2006								
Ariel Bardin	08/08/2006								
<b>RECEIVING PARTY DATA</b>									
<b>Name:</b>	Google Inc.								
<b>Street Address:</b>	1600 Amphitheatre Parkway, Bldg. 41								
<b>City:</b>	Mountain View								
<b>State/Country:</b>	CALIFORNIA								
<b>Postal Code:</b>	94043								
<b>PROPERTY NUMBERS Total: 1</b>									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11463454</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11463454				
Property Type	Number								
Application Number:	11463454								
<b>CORRESPONDENCE DATA</b>									
<b>Fax Number:</b>	(877)769-7945								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
<b>Phone:</b>	(404) 942-2779								
<b>Email:</b>	syv@fr.com								
<b>Correspondent Name:</b>	Paul E. Franz								
<b>Address Line 1:</b>	FISH & RICHARDSON P.C.								
<b>Address Line 2:</b>	P.O.BOX 1022								
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55440-1022								
<b>ATTORNEY DOCKET NUMBER:</b>	16113-162001/GP-911-00-US								
<b>NAME OF SUBMITTER:</b>	Paul E. Franz								

Total Attachments: 3  
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**PATENT  
 REEL: 018196 FRAME: 0166**

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ASSIGNMENT

For valuable consideration, we, THOMAS STANIS of 6558 Firmament Avenue, Van Nuys, California 91406; DAVID GEHRKING of 17742 Alonzo Place, Encino, California 91316; and ARIEL BARDIN of 2424 Hastings Drive, Belmont, CA 94002, 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 SYSTEMS AND METHODS FOR GENERATING CREATIVES, filed August 9, 2006, and assigned U.S. Serial Number 11/463,454, 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.



THOMAS STANIS

Witnessed by:



Signature

Date: 8/4/2006

David Gehrking

Typed or Printed Name

17742 Alonzo Place

Encino CA 91316-4319

Witness Address



DAVID GEHRKING

Witnessed by:



Signature

Date: 8/4/2006

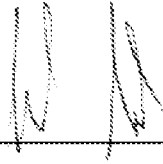
Thomas R Stanis

Typed or Printed Name

6558 Firmament Ave

Van Nuys, CA 91406

Witness Address



\_\_\_\_\_  
ARIEL BARDIN

Witnessed by:

Nadine Harik  
Signature

Date: 8/8/06

Nadine Harik  
Typed or Printed Name

267 Santa Rita Ave.  
Palo Alto CA 94301  
Witness Address

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