

RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty. Docket No.: Google-41 (GP-099-00-US)

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

1. Name of conveying party(ies):
**Ross KONINGSTEIN, Valentin SPITKOVSKY,
Georges R. HARIK, Noam SHAZEER**
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: Google, Inc.
Address:
Street Address: 1600 Amphitheatre Parkway
City: Mountain View State: CA ZIP: 94043
Additional name(s) & address(es) attached? Yes No

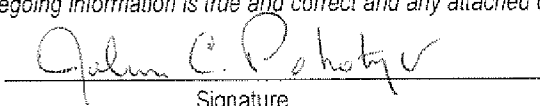
3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
Execution Dates: May 24, June 16, and August 16,
2004 and August 25, 2006

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) 10/750,451 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
(Attach duplicate copy of this page if paying by deposit account)

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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  August 30, 2006
Name of Person Signing Signature Date
Total number of pages comprising cover sheet plus assignment: 15

OMB No. 0651-0011(exp.4/94) Do not detach this portion

Mail documents to be recorded with required cover sheet information to:
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P.O. Box 1450
Alexandria, VA 22313-1450

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CH \$40.00 501049 10750451

Atty. Doc. No.: Google-41 (GP-099-00-US)

ASSIGNMENT

WHEREAS, we, **Ross KONINGSTEIN**, ASSIGNOR

a citizen of the **USA**, residing at **1028 Henderson Avenue, Menlo Park, CA 94025**;

Valentin SPITKOVSKY, ASSIGNOR

a citizen of the **USA**, residing at **257 Arriba Drive, Apt. # 7, Sunnyvale, CA 94086**;

Georges R. HARIK, ASSIGNOR

a citizen of the **USA**, residing at **2400 W. El Camino Real, Apt. # 1116, Mountain View, CA 94040**; and

Noam SHAZEER, ASSIGNOR

a citizen of the **USA**, residing at **455 Forest Avenue, Apt. # 2, Palo Alto, CA 94301**;

are the inventors of the invention in:

SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR ADVERTISEMENTS

for which an application for a Patent of the United States

was filed on December 31, 2003, as application serial number 10/750,451, or

is filed herewith;

and WHEREAS, **Google, Inc.**, a corporation of the State of **Delaware**, having a place of business at **1600 Amphitheatre Parkway, Building 41, 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.

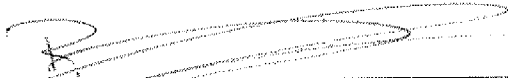
AND WE HEREBY covenant and agree that we have full right to convey the entire interest assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me 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
16 day of June, 2004.


Ross Koningstein, Assignor

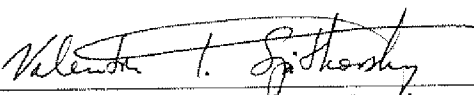
WITNESSED BY:

Karen Roberts
Name

Google Inc.
Address

Mountain View CA

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
24th day of May, 2004.



Valentin Spitkovsky, Assignor

WITNESSED BY:

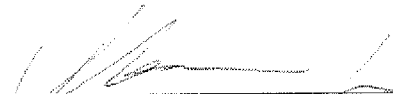


Name

Google Inc.
Address

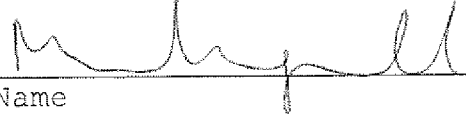
Mountain View CA

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
16th day of August, ~~2004~~, 2004.



Georges R. Harik, Assignor

WITNESSED BY:



Name

36 Oakwood #7
Address

San Francisco, CA 94110

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

Noam Shazeer, Assignor

WITNESSED BY:

Name

Address

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a citizen of the **USA**, residing at ~~**455 Forest Avenue, Apt. # 2, Palo Alto, CA 94301;**~~

*2400 W El Camino Real #907
Mountain View CA US 94040*

NS 9/25/06

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

Ross Koningstein, Assignor

WITNESSED BY:

Name

Address

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

Valentin Spitkovsky, Assignor

WITNESSED BY:

Name

Address

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

Georges R. Harik, Assignor


WITNESSED BY:

Name

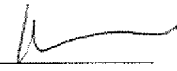
Address

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this

25 day of August, ~~2004~~. 2006 NS


Noam Shazeer, Assignor

WITNESSED BY:

Ori Pahlavan 
Name

1600 Amphitheatre Pkwy
Address

Mountain View, CA ~~94043~~