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1. Name of conveying party(ies)
(1) Ralph Furmaniak; (2) Ray Smith; (3) Luc Vincent; (4) Dan Bloomberg; (5) Dar-Shyang Lee

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

2. Name and address of receiving party(ies)
Name: Google Inc.
Internal Address: _____

Street Address: 1600 Amphitheatre Parkway

City: Mountain View
State: California
Country: U.S.A. Zip: 94043

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

3. Nature of conveyance/Execution Date(s):
Execution Date(s) (1 thru 5) 11/3/06
 Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s): This document is being filed together with a new application.
A. Patent Application No.(s) SFELEKE1 00000048 11592268
To Be Assigned
B. Patent No.(s) _____

Additional numbers attached? Yes No

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40.00 DP

5. Name and address to whom correspondence concerning document should be mailed:
Name: Sterne, Kessler, Goldstein & Fox P.L.L.C.
Internal Address: c/o Michael V. Messinger

Street Address: 1100 New York Avenue, N.W.

City: Washington
State: D.C. Zip: 20005-3934
Phone Number: (202) 371-2600
Fax Number: (202) 371-2540
Email Address: mikem@skgf.com

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 1.21(h) & 3.41) \$40.00
 Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
a. Credit Card Last 4 Numbers 1005
Expiration Date 08/2009
b. Deposit Account Number 19-0036
Authorized User Name SKGF PLLC

9. Signature: _____ 11/3/06
Signature Date

Michael V. Messinger
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 4

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PATENT
REEL: 018510 FRAME: 0049

ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) or equivalent and other good and valuable consideration paid to each of the undersigned inventors: **Ralph Furmaniak, Ray Smith, Luc Vincent, Dan Bloomberg and Dar-Shyang Lee**, hereby sell and assign to **Google, Inc.**, a corporation of the State of Delaware, having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043 (hereafter referred to as the Assignee), his/her entire right, title and interest, including the right to sue for past infringement and to collect for all past, present and future damages, for the United States of America (as defined in 35 U.S.C. § 100) and throughout the world,

(a) in the invention(s) known as **Methods and Systems for Analyzing Data in Media Material Having a Layout** for which application(s) for patent in the United States of America has a filing date or a 371(c) date of _____ (also known as United States Application No. to be assigned), in any and all applications thereon, in any and all Letters Patent(s) therefor, and

(b) in any and all applications that claim the benefit of the patent application listed above in part (a), including non-provisional applications, continuing (continuation, divisional, or continuation-in-part) applications, reissues, extensions, renewals and reexaminations of the patent application or Letters Patent therefor listed above in part (a), to the full extent of the term or terms for which Letters Patents issue, and

(c) in any and all inventions described in the patent application listed above in part (a), and in any and all forms of intellectual and industrial property protection derivable from such patent application, and that are derivable from any and all continuing applications, reissues, extensions, renewals and reexaminations of such patent application, including, without limitation, patents, applications, utility models, inventor's certificates, and designs together with the right to file applications therefor; and including the right to claim the same priority rights from any previously filed applications under the International Agreement 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;

all such rights, title and interest to be held and enjoyed by the above-named Assignee, its successors, legal representatives and assigns to the same extent as all such rights, title and interest would have been held and enjoyed by the Assignor had this assignment and sale not been made.

The undersigned inventors agree to execute all papers necessary in connection with the application(s) and any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue, reexamination or corresponding application(s) thereof and also to execute separate assignments in connection with such application(s) as the Assignee may deem necessary or expedient.


The undersigned inventors agree to execute all papers necessary in connection with any interference or patent enforcement action (judicial or otherwise) related to the application(s) or any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue or reexamination application(s) thereof and to cooperate with the Assignee in

every way possible in obtaining evidence and going forward with such interference or patent enforcement action.

The undersigned inventors hereby represent that he/she has full right to convey the entire interest herein assigned, and that he/she has not executed, and will not execute, any agreement in conflict therewith.

The undersigned inventors hereby grant the patent practitioners associated with CUSTOMER NUMBERS 26111 and 36742 the power to insert in this assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

IN WITNESS WHEREOF, executed by the undersigned inventors on the date opposite his/her name.

Date: Nov 3, 2006 Signature of Inventor: 
Ralph Furmaniak

Date: _____ Signature of Inventor: _____
Ray Smith

Date: _____ Signature of Inventor: _____
Luc Vincent

Date: _____ Signature of Inventor: _____
Dan Bloomberg

Date: _____ Signature of Inventor: _____
Dar-Shyang Lee

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every way possible in obtaining evidence and going forward with such interference or patent enforcement action.

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IN WITNESS WHEREOF, executed by the undersigned inventors on the date opposite his/her name.

Date: _____

Signature of Inventor: _____

Ralph Furmaniak

Date: 11/3/2006

Signature of Inventor: [Signature]

Ray Smith

Date: 11/03/2006

Signature of Inventor: [Signature]

Luc Vincent

Date: 11/03/2006

Signature of Inventor: [Signature]

Dan Bloomberg

Date: 11/03/2006

Signature of Inventor: [Signature]

Dar-Shyang Lee

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