

PATENT ASSIGNMENT

Electronic Version v1.1

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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>Mikhail Dmitriev</td><td>11/22/2006</td></tr><tr><td>Nicholas Lee</td><td>12/14/2006</td></tr><tr><td>Rajas Moonka</td><td>12/01/2006</td></tr><tr><td>Manish Gupta</td><td>12/01/2006</td></tr></tbody></table>	Name	Execution Date	Mikhail Dmitriev	11/22/2006	Nicholas Lee	12/14/2006	Rajas Moonka	12/01/2006	Manish Gupta	12/01/2006	
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Mikhail Dmitriev	11/22/2006										
Nicholas Lee	12/14/2006										
Rajas Moonka	12/01/2006										
Manish Gupta	12/01/2006										
RECEIVING PARTY DATA											
Name:	Google Inc.										
Street Address:	1600 Amphitheatre Parkway										
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>11550249</td></tr></tbody></table>	Property Type	Number	Application Number:	11550249							
Property Type	Number										
Application Number:	11550249										
CORRESPONDENCE DATA											
Fax Number:	(877)769-7945										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	612/335-5070										
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Correspondent Name:	John A. Dragseth										
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ATTORNEY DOCKET NUMBER:	16113-105001										
NAME OF SUBMITTER:	John A. Dragseth										

CH 11550249 \$40.00

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REEL: 018639 FRAME: 0511

Total Attachments: 5

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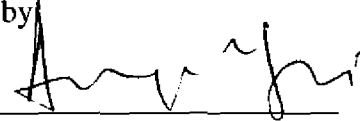
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ASSIGNMENT

For valuable consideration, we, MIKHAIL DMITRIEV of 701 Stanfield Drive, Campbell, CA 95008, NICHOLAS LEE of 525 NE 81st Street, Seattle, WA 98115, RAJAS MOONKA of 105 Galisteo Court, San Ramon, CA 94583, MANISH GUPTA of 3525 Berry Way, Santa Clara, CA 95051, hereby assign to Google Inc., a corporation of Delaware having a place of business at 1600 Amphitheatre Parkway, 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 TARGETED VIDEO ADVERTISING, filed 10/17/2006, and assigned U.S. Serial Number 11/550,249, 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.


MIKHAIL DMITRIEV

Witnessed by

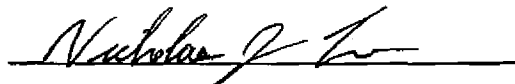

Signature

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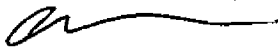
ANGELA LAI
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Witness Address

Attorney's Docket No.: 16113-105001
Client's Ref. No.: GP-790-00-US


NICHOLAS LEE


Witnessed by:


Signature

Ami Fischman
Typed or Printed Name

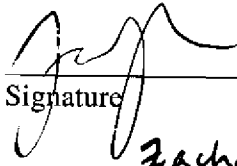
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Seattle WA 98125
Witness Address

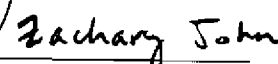
Date: 12/14/06



RAJAS MOONKA

Witnessed by:



Signature


Typed or Printed Name
3414 Smith St
San Francisco CA 94123

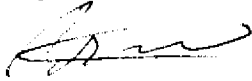
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Date: 12-1-06



MANISH GUPTA

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Signature

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San Jose CA 95131

Witness Address

Date:

12/1/2006

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RECORDED: 12/15/2006

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