

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<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>Ralph Furmaniak</td> <td>12/20/2006</td> </tr> <tr> <td>Ray Smith</td> <td>12/20/2006</td> </tr> <tr> <td>Luc Vincent</td> <td>12/27/2006</td> </tr> <tr> <td>Dan Bloomberg</td> <td>12/20/2006</td> </tr> <tr> <td>Dar-Shyang Lee</td> <td>12/21/2006</td> </tr> </tbody> </table>		Name	Execution Date	Ralph Furmaniak	12/20/2006	Ray Smith	12/20/2006	Luc Vincent	12/27/2006	Dan Bloomberg	12/20/2006	Dar-Shyang Lee	12/21/2006
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Luc Vincent	12/27/2006												
Dan Bloomberg	12/20/2006												
Dar-Shyang Lee	12/21/2006												
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" 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>11644009</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11644009								
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Application Number:	11644009												
CORRESPONDENCE DATA													
Fax Number:	(202)371-2540												
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ATTORNEY DOCKET NUMBER:	2525.0010001												
NAME OF SUBMITTER:	Michael V. Messinger												

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Total Attachments: 3

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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 **Media Material Analysis of Continuing Article Portions** for which application(s) for patent in the United States of America has a filing date or a 371(c) date of 12/22/06 (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

M.M.
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(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

2525.0010001

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: Dec 29 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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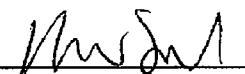
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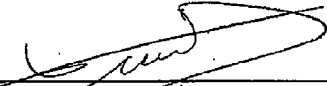
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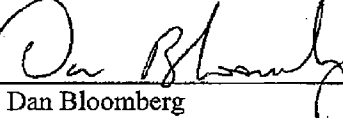
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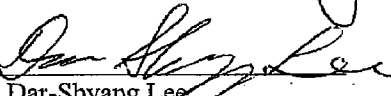
IN WITNESS WHEREOF, executed by the undersigned inventors on the date opposite his/her name.

Date: _____ Signature of Inventor: _____
Ralph Furmaniak

Date: 12/20/06 Signature of Inventor: 
Ray Smith

Date: 12/27/06 Signature of Inventor: 
Luc Vincent

Date: December 20, 2006 Signature of Inventor: 
Dan Bloomberg

Date: 12/21/06 Signature of Inventor: 
Dar-Shyang Lee

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