

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Chad Steelberg</td> <td>08/22/2006</td> </tr> <tr> <td>Ryan Steelberg</td> <td>08/22/2006</td> </tr> <tr> <td>Scott Beauchamp</td> <td>08/22/2006</td> </tr> <tr> <td>Russell Kevin Ketchum</td> <td>08/22/2006</td> </tr> </tbody> </table>		Name	Execution Date	Chad Steelberg	08/22/2006	Ryan Steelberg	08/22/2006	Scott Beauchamp	08/22/2006	Russell Kevin Ketchum	08/22/2006
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RECEIVING PARTY DATA											
Name:	Google Inc.										
Street Address:	1600 Amphitheatre Parkway										
Internal Address:	Building 41										
City:	Mountain View										
State/Country:	CALIFORNIA										
Postal Code:	94043										
PROPERTY NUMBERS Total: 2											
<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>11694684</td> </tr> <tr> <td>Application Number:</td> <td>11694691</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11694684	Application Number:	11694691				
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CORRESPONDENCE DATA											
Fax Number:	(650)938-5200										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	650-335-7172										
Email:	rreasoner@fenwick.com										
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Address Line 4:	Mountain View, CALIFORNIA 94041										
ATTORNEY DOCKET NUMBER:	24207-11809, -11812										

CH \$80.00 11694684

NAME OF SUBMITTER:

Robin W. Reasoner

Total Attachments: 3

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Google, Inc., a Delaware corporation, having a place of business at 1600 Amphitheatre Parkway, Building 41, Mountain View, California 94043** ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **MEDIA PLAY OPTIMIZATION** ("APPLICATION"), which:

- is to be filed herewith.
- was filed on June 1, 2006, and now bears U.S. application serial number 11/445,768.
- The APPLICATION claims priority from a provisional, filed on June 1, 2005, now bearing US application serial number 60/686,535.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

Title: MEDIA PLAY OPTIMIZATION
Filed: June 1, 2006
Application No.: 11/445,768

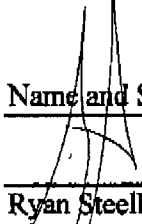
INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature _____

Chad Steelberg

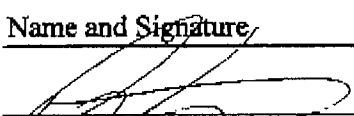
Date of Signature _____
8-22-06

Name and Signature _____

Ryan Steelberg

Date of Signature _____
8-22-06

Name and Signature _____
Scott Beauchamp

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Russell Kevin Ketchum

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Ryan Steelberg

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Scott Beauchamp

8/22/06

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Russell Kevin Ketchum