

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Joseph Janos	09/17/2007
Karen Padham Taylor	09/14/2007
Graham Jenkin	09/17/2007
Nicolae Crucian	09/17/2007
Ryan Dunn	09/17/2007
RECEIVING PARTY DATA	
Name:	Google Inc.
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11856437
CORRESPONDENCE DATA	
Fax Number:	(214)747-2091
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(214) 747-5070
Email:	Rockett@fr.com
Correspondent Name:	Fish & Richardson P.C.
Address Line 1:	1717 Main Street
Address Line 2:	Suite 5000
Address Line 4:	Dallas, TEXAS 75201
ATTORNEY DOCKET NUMBER:	16113-936001 / GP-1447-00
NAME OF SUBMITTER:	Candice R. Rockett

CH \$40.00 11856437

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PATENT
REEL: 019962 FRAME: 0493

Total Attachments: 6

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PATENT

REEL: 019962 FRAME: 0494

ASSIGNMENT

For valuable consideration, we,

JOSEPH JANOS of
200 West 86th Street, #4-J
New York, NY 10024,

KAREN PADHAM TAYLOR of
15937 Cherry Blossom Lane
Los Gatos, CA 95032,

GRAHAM JENKIN of
1777 Chestnut Street, #2
San Francisco, CA 94123,

NICOLAE CRUCIAN of
323 W. 11th Street, Apt. 4E
New York, NY 10014, and

RYAN DUNN of
59 Scholes Street, #102
Brooklyn, NY 11206,

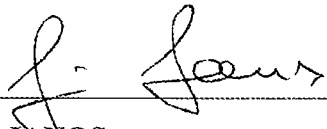
hereby assign to:

Google Inc., a corporation of Delaware having a place of business at:

1600 Amphitheatre Parkway
Mountain View, California 94043; and

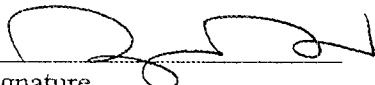
its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled **GENERATING ADVERTISEMENTS USING USER ASSETS**, filed **September 17, 2007**, and assigned U.S. Serial Number **11/856,437**, 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.



JOSEPH JANOS

Witnessed by:



Signature

Date: 9/17/07

RYAN DUNN

Typed or Printed Name

59 SCHOLLES ST #102
BROOKLYN, NY 11206

Witness Address

Karen Padham Taylor
KAREN PADHAM TAYLOR

Witnessed by:

Sasanik Muddunnei
Signature

Date: 9/14/07

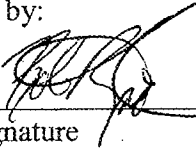
SASANIK MUDDUNNEI
Typed or Printed Name

133 BUCHANAN ST, #1
SAN FRANCISCO, CA 94102
Witness Address



GRAHAM JENKIN

Witnessed by:



Signature

Date: 9/17/07

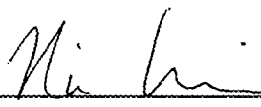
BOB RYSKAMP

Typed or Printed Name

2721A FOREST AVE

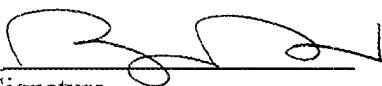
BERKELEY, CA 94705

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NICOLAE CRUCIAN

Witnessed by:



Signature

Date: 9/17/07

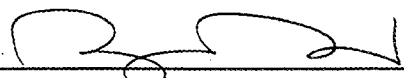
RYAN DUNN

Typed or Printed Name

59 SCHOLES ST #102

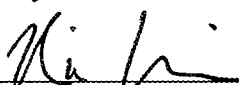
BROOKLYN, NY 11206

Witness Address



RYAN DUNN

Witnessed by:



Signature

Date: 07.17.07

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