

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>Amund Tveit</td> <td>11/05/2007</td> </tr> <tr> <td>Harald Tveit Alvestrand</td> <td>11/05/2007</td> </tr> <tr> <td>Sverre Sundsdal</td> <td>11/05/2007</td> </tr> </tbody> </table>		Name	Execution Date	Amund Tveit	11/05/2007	Harald Tveit Alvestrand	11/05/2007	Sverre Sundsdal	11/05/2007
Name	Execution Date								
Amund Tveit	11/05/2007								
Harald Tveit Alvestrand	11/05/2007								
Sverre Sundsdal	11/05/2007								
RECEIVING PARTY DATA									
Name:	Google Inc.								
Street Address:	1600 Amphitheatre Parkway								
City:	Mountain View								
State/Country:	CALIFORNIA								
Postal Code:	94043								
PROPERTY NUMBERS Total: 1									
<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>11873079</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11873079				
Property Type	Number								
Application Number:	11873079								
CORRESPONDENCE DATA									
Fax Number:	(617)542-8906								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	617-542-5070								
Email:	fernald@fr.com								
Correspondent Name:	Rex I. Huang								
Address Line 1:	FISH & RICHARDSON, P.C.								
Address Line 2:	PO BOX 1022								
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ATTORNEY DOCKET NUMBER:	16113-425001 / GP-1107-00								
NAME OF SUBMITTER:	Rex I. Huang								

Total Attachments: 3
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PATENT
REEL: 020074 FRAME: 0460

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ASSIGNMENT

For valuable consideration, we, AMUND TVEIT of Breidablikkstien 3, N-7019 Trondheim, Norway; HARALD TVEIT ALVESTRAND of Weidemanns vei 27, 7043 Trondheim, Norway; and SVERRE SUNDS DAL of Klaebuveien 126, 7031 Trondheim, Norway, 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 ADVERTISEMENT MARKETPLACE, filed October 16, 2007, and assigned U.S. Serial Number 11/873,079, 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.


AMUND TVEIT

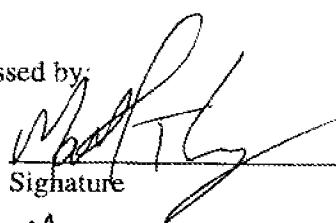
Witnessed by:


Signature
Robert Leland
Typed or Printed Name
Sandgate 17
5017 Trondheim
Witness Address

Date: 2007-NOV-5


HARALD TVEIT ALVSTRAND

Witnessed by:


Signature
MATTHEW T. LONG
Typed or Printed Name
ELVEGATA 7A
7012 TRONDHEIM, NORWAY
Witness Address

Date: 2007-NOV-5

Sverre Sundsdal
SVERRE SUNDS DAL

Witnessed by:

Haakon Dybdahl
Signature

Date: 2007-NOV-5

HAARON DYBDAHL
Typed or Printed Name

MIDELFAKTSV. 9
N-7022 TRONDHEIM
Witness Address

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