

PATENT ASSIGNMENT

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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>Benjamin Chan-Bin Ling</td><td>10/31/2007</td></tr><tr><td>Wendy Tobagus</td><td>10/24/2007</td></tr><tr><td>Robert Brown</td><td>11/05/2007</td></tr><tr><td>Eric Lange</td><td>10/25/2007</td></tr><tr><td>Adam Douglas Smith</td><td>11/12/2007</td></tr></tbody></table>		Name	Execution Date	Benjamin Chan-Bin Ling	10/31/2007	Wendy Tobagus	10/24/2007	Robert Brown	11/05/2007	Eric Lange	10/25/2007	Adam Douglas Smith	11/12/2007
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RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>Google Inc.</td></tr><tr><td>Street Address:</td><td>1600 Amphitheatre Parkway, Building 41</td></tr><tr><td>City:</td><td>MOUNTAIN VIEW</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94043</td></tr></table>		Name:	Google Inc.	Street Address:	1600 Amphitheatre Parkway, Building 41	City:	MOUNTAIN VIEW	State/Country:	CALIFORNIA	Postal Code:	94043		
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PROPERTY NUMBERS Total: 1													
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Application Number:	11858096												
CORRESPONDENCE DATA													
Fax Number: (650)938-5200 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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ATTORNEY DOCKET NUMBER:	24207-13174												
NAME OF SUBMITTER:	Brian M. Hoffman												

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PATENT
REEL: 020194 FRAME: 0790

Total Attachments: 2

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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, CA 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 **Distinguishing Search Results Associated With An Electronic Commerce System** ("APPLICATION"), which:

☐ is to be filed herewith.
☒ was filed on **September 19, 2007**, and now bears U.S. application serial number **11/858,096**.

☒ The APPLICATION claims priority from a provisional, filed on **September 21, 2006**, now bearing U.S. application serial number **60/826,520**.

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.

Title: Distinguishing Search Results Associated With An Electronic
Commerce System
Filed: September 19, 2007
Application No.: 11/858,096

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.

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

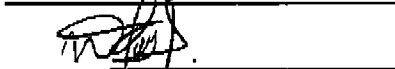


Benjamin Chan-Bin Ling

Date of Signature

10/31, 2007

Name and Signature



Wendy Tobagus

Date of Signature

10/24, 2007

Name and Signature



Robert Brown

Date of Signature

November 5, 2007

Name and Signature



Eric Lange

Date of Signature

10/25, 2007

Name and Signature



Adam Douglas Smith

Date of Signature

11/12, 2007