

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Rama Ranganath	10/15/2007
Deepak Jindal	09/22/2007
Ching Law	11/23/2007
Gokul Rajaram	08/17/2007
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:	11854420
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(858) 678-4393
Email:	grant@fr.com
Correspondent Name:	Sushil Shrinivasan
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	16113-0417001
NAME OF SUBMITTER:	Nancy Grant

CH \$40.00 11854420

Total Attachments: 4

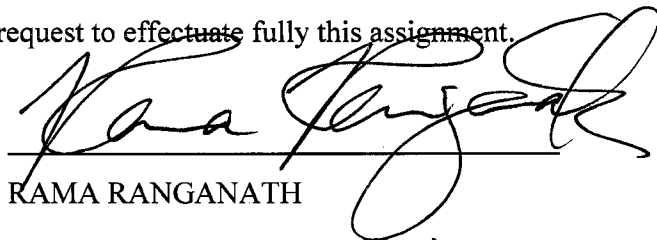
500428639

**PATENT
 REEL: 020295 FRAME: 0983**

source=16113-417001assign#page1.tif
source=16113-417001assign#page2.tif
source=16113-417001assign#page3.tif
source=16113-417001assign#page4.tif

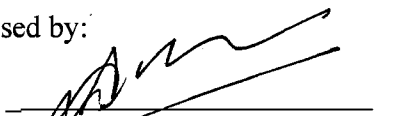
ASSIGNMENT

For valuable consideration, we, RAMA RANGANATH of San Francisco, California, DEEPAK JINDAL of San Francisco, California, CHING LAW of Cambridge, Massachusetts, and GOKUL RAJARAM of Los Altos, California, 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 PLACEMENT ATTRIBUTE TARGETING, filed 9/12/2007, and assigned U.S. Serial Number 11/854,420, 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.



RAMA RANGANATH

Witnessed by:



Signature
AMIT PAUNIKAR
Typed or Printed Name
1333 2nd ST.

SANTA MONICA
Witness Address
CA 90401

Date: 10/15/07

Deepak Jindal
DEEPAK JINDAL

Witnessed by:

Daniel Willis

Signature

DANIEL WILLIS

Typed or Printed Name

2325 OLEA CT

GILROY, CA, 95020

Witness Address

Date: 4/22/07

CHING LAW

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: _____

GOKUL RAJARAM

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: _____

Attorney's Docket No.: 16113-417001/GP-673-00-US

DEEPAK JINDAL

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date:



CHING LAW

Witnessed by:

Signature *Qin Zhuang*

Typed or Printed Name
QIN ZHUANG

Witness Address
406 PRATTWOOD CT.
LEAGUE CITY, TX 77573

Date: 11/23/07

GOKUL RAJARAM

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date:

10764002.doc

DEEPAK JINDAL

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

CHING LAW

Witnessed by:

Signature

Date: 8/17/08

Yasaman Farahmand
Typed or Printed Name

1600 Amphitheatre Parkway
Mountain View, CA 94043
Witness Address


GOKUL RAJARAM

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

10764002.doc