

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Michael Fink	12/31/2007
Ran Tavory	12/31/2007
Tamar Rachel Kolodny	12/05/2007
Natalia Marmasse	01/07/2008
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:	11948643
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	16113-0849001
NAME OF SUBMITTER:	Michael W. Tieff
Total Attachments: 3	

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**PATENT**  
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ASSIGNMENT

For valuable consideration, we, MICHAEL FINK of 17 Osborne Rd., Brookline MA 02446, RAN TAVORY of Derech Ha-Yam 166, Haifa 34890, Israel, TAMAR RACHIEL KOLODNY of Yeshurun 5A, Haifa 34453, Israel, NATALIA MARMASSE of Kibbutz Givat Haim, Ichud 38935, Israel, 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 VIDEO OBJECT TAG CREATION AND PROCESSING, filed 11/30/07, and assigned U.S. Serial Number 11/948,643, 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.

Michael Fink  
MICHAEL FINK

Witnessed by:

[Signature]  
Signature

Date: Dec 31, 2007

LEORA WISEMAN  
Typed or Printed Name

44 YIGAL ALON

ZICHRON YAAKOV, ISRAEL 30900  
Witness Address

[Signature]  
RAN TAVORY

Witnessed by:

[Signature]  
Signature

Date: Dec 31, 2007

LEORA WISEMAN  
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ZICHRON YAAKOV, ISRAEL 30900  
Witness Address

  
TAMAR RACHEL KOLODNY


Witnessed by:

  
Signature


Date: 12/5/2007

URI BERNSTEW  
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NATALIA MARMASSE

Witnessed by:

  
Signature

Date: 01/07/2008

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