

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Angela B. Hugeback</td><td>10/22/2007</td></tr><tr><td>Kenneth Eric Vasilik</td><td>10/22/2007</td></tr><tr><td>Michael M. Meyer</td><td>10/22/2007</td></tr></tbody></table>		Name	Execution Date	Angela B. Hugeback	10/22/2007	Kenneth Eric Vasilik	10/22/2007	Michael M. Meyer	10/22/2007		
Name	Execution Date										
Angela B. Hugeback	10/22/2007										
Kenneth Eric Vasilik	10/22/2007										
Michael M. Meyer	10/22/2007										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Google Inc.</td></tr><tr><td>Street Address:</td><td>1600 Amphitheatre Parkway</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	City:	Mountain View	State/Country:	CALIFORNIA	Postal Code:	94043
Name:	Google Inc.										
Street Address:	1600 Amphitheatre Parkway										
City:	Mountain View										
State/Country:	CALIFORNIA										
Postal Code:	94043										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11876221</td></tr></tbody></table>		Property Type	Number	Application Number:	11876221						
Property Type	Number										
Application Number:	11876221										
CORRESPONDENCE DATA											
Fax Number: (877)769-7945 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: (404) 724-2799											
Email: lclark@fr.com											
Correspondent Name: Troy A. Van Aacken											
Address Line 1: FISH & RICHARDSON P.C.											
Address Line 2: P.O.BOX 1022											
Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022											
ATTORNEY DOCKET NUMBER:	16113-977001										
NAME OF SUBMITTER:	Lynette F. Clark										
Total Attachments: 4											

CH \$40.00 11876221

500443417

PATENT  
REEL: 020387 FRAME: 0480

source=16113\_977001\_Assignment#page1.tif  
source=16113\_977001\_Assignment#page2.tif  
source=16113\_977001\_Assignment#page3.tif  
source=16113\_977001\_Assignment#page4.tif

Attorney's Docket No.: 16113-977001  
Client's Ref. No.: GP-1487-00-US

### ASSIGNMENT

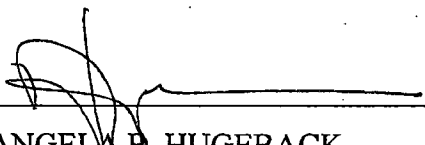
For valuable consideration, we, ANGELA B. HUGEBACK of 7450 4th Avenue NE, Unit A, Seattle, WA 98115, KENNETH ERIC VASILIK of 4339 136th Place SE, Bellevue, WA 98006, MICHAEL M. MEYER of 4543 52nd Avenue NE, Seattle, WA 98105, hereby assign to: Google Inc., a corporation of Delaware having a place of 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 ADAPTIVE WEBSITE OPTIMIZATION EXPERIMENT, filed October 22, 2007, and assigned U.S. Serial Number 11/876,221, 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.

Attorney's Docket No.: 16113-977001

Client's Ref. No.: GP-1487-00-US

  
ANGELA D. HUGEBACK

Witnessed by:

  
Signature

Scott M. Silver

Typed or Printed Name

626 36th Ave

Seattle, WA 98172

Witness Address

Date: 10/22/07

KENNETH ERIC VASILIK

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date:

Attorney's Docket No.: 16113-977001  
Client's Ref. No.: GP-1487-00-US

\_\_\_\_\_  
ANGELA B. HUGEBACK

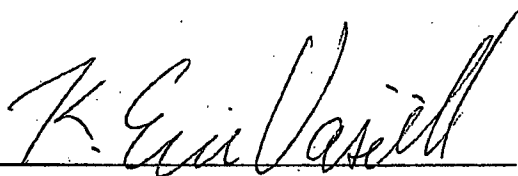
Witnessed by:

\_\_\_\_\_  
Signature

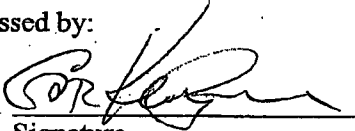
Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

  
\_\_\_\_\_  
KENNETH ERIC VASILIK

Witnessed by:

  
Signature

Date: 10/22/2007

GARY KARMARCK  
Typed or Printed Name

20002 29th Ave SE  
Bothell, WA 98012  
Witness Address

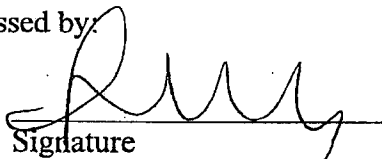
Attorney's Docket No.: 16113-977001

Client's Ref. No.: GP-1487-00-US



MICHAEL M. MEYER

Witnessed by:

  
Signature

Scott M. Silver

Typed or Printed Name

626 3rd Ave

Seattle, WA 98102

Witness Address

Date: 22/10/07

12038955.doc