

01-22-2008



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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

MRD 8/8/02

Atty. Docket No.: **Google-10-2 (GP-019-00-US)**

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p style="text-align: center;"><b>Salar Arta KAMANGAR, Ross KONINGSTEIN, Eric VEACH</b></p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Other _____</p> <p>Execution Date: <b>August 2, 2002</b></p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: <b>Google, Inc.</b></p> <p>Address:</p> <p>Street Address: <b>2400 Bayshore Parkway</b></p> <p>City: <b>Mountain View</b> State: <b>CA</b> ZIP: <b>94043</b></p> <p>Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

A. Patent Application No.(s) **10/112,654** B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <b>John C. Pokotylo, Esq.</b> <b>STRAUB &amp; POKOTYLO</b> <b>Customer No. 26479</b></p> <p>Internal Address: <b>1 Bethany Road</b></p> <p>Street Address: <b>Suite 83, Building 6</b></p> <p>City: <b>Hazlet</b> State: <b>NJ</b> ZIP: <b>07730</b></p>	<p>6. Total number of applications and patents involved: <b>1</b></p> <p>7. Total fee (37 CFR 3.41).....\$ <b>40.00</b></p> <p><input checked="" type="checkbox"/> Enclosed (included with Filing Fees)</p> <p><input checked="" type="checkbox"/> Any additional fees required are authorized to be charged to the deposit account listed below.</p> <p>8. Deposit account number:</p> <p style="text-align: center;"><b>50-1049</b></p> <p>(Attach duplicate copy of this page if paying by deposit account)</p>
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9. Statement and signature

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document*

<b>John C. Pokotylo</b> Name of Person Signing	 Signature	<b>August 2, 2002</b> Date
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Total number of pages comprising cover sheet plus assignment: **7**

OMB No. 0651-0011(exp.4/94)	08/09/2002	00000185	1	581	\$40.00	08/08/2002	CK
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Atty. Doc. No.: Google-10-2 (GP-019-00-US)

**ASSIGNMENT**  
(multiple inventors)

WHEREAS, We, Salar Arta KAMANGAR, ASSIGNOR

a citizen of the USA, residing at 1972A Rock Street,  
Mountain View, CA 94043;

Ross KONINGSTEIN, ASSIGNOR

a citizen of the USA, residing at 1028 Henderson Avenue,  
Menlo Park, CA 94025; and

Eric VEACH, ASSIGNOR

a citizen of the USA, residing at 413-F Cork Harbour  
Circle, Redwood City, CA 94065;

are the inventors of the invention in:

**METHODS AND APPARATUS FOR ORDERING ADVERTISEMENTS BASED ON  
PERFORMANCE INFORMATION AND PRICE INFORMATION**

for which we have executed an application for a Patent of  
the United States filed on March 29, 2002 as Serial No.  
10/112,654;

WHEREAS, Google, Inc., a corporation of California, having  
a place of business at 2400 Bayshore Parkway, Mountain  
View, CA 94043, ASSIGNEE

is desirous of obtaining the entire right, title and  
interest in, to and under the invention and the  
application:

NOW, THEREFORE, in consideration of the sum of One Dollar  
(\$1.00) to each of us in hand paid, and other good and  
valuable consideration, the receipt of which is hereby  
acknowledged, we, the ASSIGNORS, have sold, assigned,  
transferred and set over, and by these presents do hereby  
sell, assign, transfer and set over, unto the ASSIGNEE, its  
successors, legal representatives and assigns, the entire  
right, title and interest in, to and under the invention,

and the United States application and all divisions, renewals and continuations (including all continuation-in-part applications) thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

The undersigned hereby grant(s) the law firm of Straub & Pokotylo the power to insert on this Assignment any further identification, including the application serial number, which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
31 day of July, 2002.

Salar Arta KAMANGAR  
Salar Arta KAMANGAR, Assignor

WITNESSED BY:

Kulpreet Rana  
Name

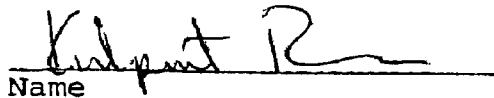
Kulpreet Rana  
Address

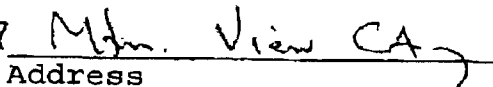
Mtn View, CA

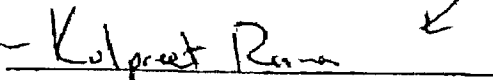
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
2 day of August, 2002.

  
ROSE RONINGSTEIN, Assignor

WITNESSED BY:

  
Name

  
Address

  
Kulpreet Rana

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
2 day of August, 2002.

Eric Veach  
Eric VEACH, Assignor

WITNESSED BY:

Kulwant Rana  
Name

Kulwant Rana  
Address

Mountain View, CA