

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>Chris Barton</td><td>01/17/2008</td></tr><tr><td>Prem Ramaswami</td><td>01/22/2008</td></tr></tbody></table>	Name	Execution Date	Chris Barton	01/17/2008	Prem Ramaswami	01/22/2008	
Name	Execution Date						
Chris Barton	01/17/2008						
Prem Ramaswami	01/22/2008						
RECEIVING PARTY DATA							
Name:	Google Inc.						
Street Address:	1600 Amphitheatre Parkway						
City:	Mountain View						
State/Country:	CALIFORNIA						
Postal Code:	94043						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12019927</td></tr></tbody></table>	Property Type	Number	Application Number:	12019927			
Property Type	Number						
Application Number:	12019927						
CORRESPONDENCE DATA							
Fax Number:	(202)371-2540						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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ATTORNEY DOCKET NUMBER:	2525.0920000						
NAME OF SUBMITTER:	Michelle K. Holoubek						
Total Attachments: 4 source=2525 0920000 ASSIGNMENT#page1.tif source=2525 0920000 ASSIGNMENT#page2.tif source=2525 0920000 ASSIGNMENT#page3.tif							

OP \$40.00 12019927

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PATENT
REEL: 020418 FRAME: 0183

ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) or equivalent and other good and valuable consideration paid to each of the undersigned inventors: **Chris Barton and Prem Ramaswami**, hereby sell and assign to **Google Inc.**, a corporation of the State of Delaware, whose mailing address is 1600 Amphitheatre Parkway, Mountain View, California 94043 (hereafter referred to as the Assignee), his/her entire right, title and interest, including the right to sue for past infringement and to collect for all past, present and future damages, for the United States of America (as defined in 35 U.S.C. § 100) and throughout the world,

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1/24/08

(a) in the invention(s) known as **Targeted Ads Based On User Purchases** for which application(s) for patent in the United States of America has a filing date or a 371(c) date of Jan. 25, 2008 (also known as United States Application No. ~~to be assigned~~), in any and all applications thereon, in any and all Letters Patent(s) therefor, and

(b) in any and all applications that claim the benefit of the patent application listed above in part (a), including non-provisional applications, continuing (continuation, divisional, or continuation-in-part) applications, reissues, extensions, renewals and reexaminations of the patent application or Letters Patent therefor listed above in part (a), to the full extent of the term or terms for which Letters Patents issue, and

(c) in any and all inventions described in the patent application listed above in part (a), and in any and all forms of intellectual and industrial property protection derivable from such patent application, and that are derivable from any and all continuing applications, reissues, extensions, renewals and reexaminations of such patent application, including, without limitation, patents, applications, utility models, inventor's certificates, and designs together with the right to file applications therefor; and including the right to claim the same priority rights from any previously filed applications under the International Agreement 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;

all such rights, title and interest to be held and enjoyed by the above-named Assignee, its successors, legal representatives and assigns to the same extent as all such rights, title and interest would have been held and enjoyed by the Assignor had this assignment and sale not been made.

The undersigned inventors agree to execute all papers necessary in connection with the application(s) and any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue, reexamination or corresponding application(s) thereof and also to execute separate assignments in connection with such application(s) as the Assignee may deem necessary or expedient.

The undersigned inventors agree to execute all papers necessary in connection with any interference or patent enforcement action (judicial or otherwise) related to the application(s) or any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue or reexamination application(s) thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference or patent enforcement action.

The undersigned inventors hereby represent that he/she has full right to convey the entire interest herein assigned, and that he/she has not executed, and will not execute, any agreement in conflict therewith.

The undersigned inventors hereby grant the patent practitioners associated with **CUSTOMER NUMBER 66777** the power to insert in 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.

IN WITNESS WHEREOF, executed by the undersigned inventors on the date opposite his/her name.

Date: 1/17/08

Signature of Inventor: 
Chris Barton

Date: _____

Signature of Inventor: _____
Prem Ramaswami

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Signature of Inventor: _____

Chris Barton

Date: 1/22/2008

Signature of Inventor: _____

Prem Ramaswami

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