

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT										
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Karen Padham Taylor</td> <td>12/17/2007</td> </tr> <tr> <td>Manish Gupta</td> <td>12/17/2007</td> </tr> <tr> <td>Steve Okamoto</td> <td>12/19/2007</td> </tr> <tr> <td>Tammy McLeod</td> <td>12/18/2007</td> </tr> </tbody> </table>		Name	Execution Date	Karen Padham Taylor	12/17/2007	Manish Gupta	12/17/2007	Steve Okamoto	12/19/2007	Tammy McLeod	12/18/2007
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Karen Padham Taylor	12/17/2007										
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Steve Okamoto	12/19/2007										
Tammy McLeod	12/18/2007										
<b>RECEIVING PARTY DATA</b>											
<b>Name:</b>	Google Inc.										
<b>Street Address:</b>	1600 Amphitheatre Parkway										
<b>City:</b>	Mountain View										
<b>State/Country:</b>	CALIFORNIA										
<b>Postal Code:</b>	94043										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11963180</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11963180						
Property Type	Number										
Application Number:	11963180										
<b>CORRESPONDENCE DATA</b>											
<b>Fax Number:</b>	(877)769-7945										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
<b>Phone:</b>	(404) 724-2788										
<b>Email:</b>	gmr@fr.com										
<b>Correspondent Name:</b>	Leila R. Abdi										
<b>Address Line 1:</b>	FISH & RICHARDSON P.C.										
<b>Address Line 2:</b>	P.O.BOX 1022										
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55440-1022										
<b>ATTORNEY DOCKET NUMBER:</b>	16113-1003001										
<b>NAME OF SUBMITTER:</b>	Gina M. Reeder										
Total Attachments: 4											

**CH \$40.00 11963180**

**500458558**

**PATENT  
 REEL: 020475 FRAME: 0614**

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ASSIGNMENT

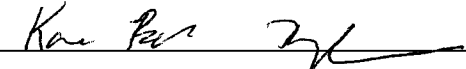
For valuable consideration, we, KAREN PADHAM TAYLOR of 15937 Cherry Blossom Lane Los Gatos, CA 95032, MANISH GUPTA of 3525 Berry Way Santa Clara, CA 95051, STEVE OKAMOTO of 1740 Blackford Lane San Jose, CA 95125, TAMMY MCLEOD of 11337 Nebraska Avenue, #301 Los Angeles, CA 90025, hereby assign to:

Google Inc., a corporation of Delaware having a place of business at:

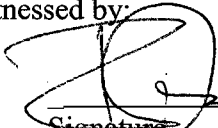
1600 Amphitheatre Parkway  
Mountain View, California 94043; and

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 ADVERTISEMENT PLACEMENT, filed December 21, 2007, and assigned U.S. Serial Number 11/963,180, 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.

  
KAREN PADHAM TAYLOR

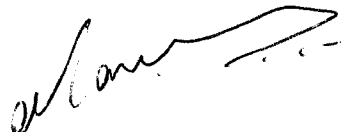
Witnessed by:

  
Signature

Date: 12/17/2009

TOMASZ TUNAJ  
Typed or Printed Name

1870 WASHINGTON ST APT 501  
SAN FRANCISCO, CA 94109  
Witness Address

  
MANISH GUPTA


Witnessed by:

  
Signature

Date: 12/17/2009

Shamim Samadi  
Typed or Printed Name

844 N. Rengstorff Ave.  
Mountain View, CA  
Witness Address

  
\_\_\_\_\_  
STEVE OKAMOTO

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 12/19/2007

Shamim Samadi  
\_\_\_\_\_  
Typed or Printed Name

844. N. Rengsbuff Ave  
Mantain View, CA  
\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
TAMMY MCLEOD

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

\_\_\_\_\_  
STEVE OKAMOTO

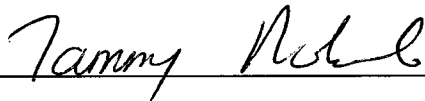
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Signature

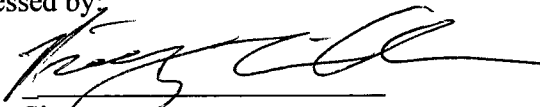
Date: \_\_\_\_\_

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

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

  
\_\_\_\_\_  
TAMMY MCLEOD

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: Dec 18, 2007

Ping Hsin Chen  
Typed or Printed Name

604 Arizona Ave  
Santa Monica, CA 90401  
Witness Address

. 12044762.doc