

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT											
NATURE OF CONVEYANCE:	ASSIGNMENT											
CONVEYING PARTY DATA												
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Rob Kniaz</td> <td>01/30/2008</td> </tr> <tr> <td>Abhinay Sharma</td> <td>01/29/2008</td> </tr> <tr> <td>Kai Chen</td> <td>01/29/2008</td> </tr> <tr> <td>Maxim Drobintsev</td> <td>01/29/2008</td> </tr> </tbody> </table>			Name	Execution Date	Rob Kniaz	01/30/2008	Abhinay Sharma	01/29/2008	Kai Chen	01/29/2008	Maxim Drobintsev	01/29/2008
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RECEIVING PARTY DATA												
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">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
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PROPERTY NUMBERS Total: 1												
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CORRESPONDENCE DATA												
<p>Fax Number: (877)769-7945</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (650) 839-5006</p> <p>Email: catiis@fr.com</p> <p>Correspondent Name: Andrew H. Leung</p> <p>Address Line 1: FISH & RICHARDSON P.C.</p> <p>Address Line 2: P.O.BOX 1022</p> <p>Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022</p>												
ATTORNEY DOCKET NUMBER:	16113-0301001											
NAME OF SUBMITTER:	Regie Catiis											
Total Attachments: 3												

CH 11948886 \$40.00

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PATENT
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PATENT

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ASSIGNMENT

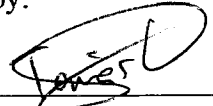
For valuable consideration, we, ROB KNIAZ of 38S Fort Mason, San Francisco, CA 94123; ABHINAY SHARMA of 707 Continental Circle, Apt. 311, Mountain View, CA 94040; KAI CHEN of 4403 Laird Circle, Santa Clara, CA 95054; MAXIM DROBINTSEV of 350 East Taylor Street, Apt. 2217, San Jose, CA 95112, hereby assign 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 TARGETED CONTENT REQUEST, filed November 30, 2007, and assigned U.S. Serial Number 11/948,886, 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.



ROB KNIAZ

Witnessed by:



Signature

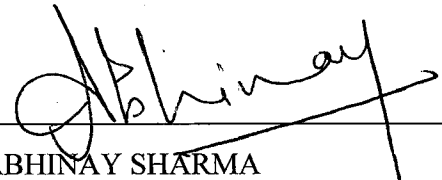
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TOMAS LLORET

Typed or Printed Name

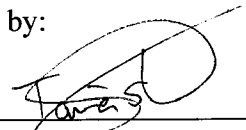
108 BRYANT ST APT 15
MOUNTAIN VIEW, CA 94041

Witness Address



ABHINAY SHARMA

Witnessed by:



Signature

Date: 01/29/2008

TOMAS LLORET

Typed or Printed Name

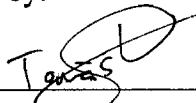
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Witness Address



KAI CHEN

Witnessed by:



Signature

Date: 01/29/2008

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Typed or Printed Name

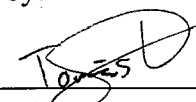
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MAXIM DROBINTSEV

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