

## PATENT ASSIGNMENT

Electronic Version v1.1

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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>Gregory S. West</td><td>03/10/2008</td></tr><tr><td>Leon Chih Wong</td><td>03/10/2008</td></tr><tr><td>Matthew C. Cary</td><td>03/10/2008</td></tr></tbody></table>	Name	Execution Date	Gregory S. West	03/10/2008	Leon Chih Wong	03/10/2008	Matthew C. Cary	03/10/2008	
Name	Execution Date								
Gregory S. West	03/10/2008								
Leon Chih Wong	03/10/2008								
Matthew C. Cary	03/10/2008								
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>12046200</td></tr></tbody></table>	Property Type	Number	Application Number:	12046200					
Property Type	Number								
Application Number:	12046200								
CORRESPONDENCE DATA									
Fax Number:	(877)769-7945								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	(404) 724-2788								
Email:	cvr@fr.com								
Correspondent Name:	Leila R. Abdi								
Address Line 1:	FISH & RICHARDSON P.C.								
Address Line 2:	P.O.BOX 1022								
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022								
ATTORNEY DOCKET NUMBER:	16113-1059001								
NAME OF SUBMITTER:	Chandra Russell								
Total Attachments: 3 source=16113_1059001_executed Assignment#page1.tif									

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Attorney's Docket No.: 16113-1059001  
Client's Ref. No.: GP-1594-00-US

### ASSIGNMENT

For valuable consideration, we, GREGORY WEST of 10820 113th Ct NE, Apt. H-303  
Kirkland, WA 98033, LEON CHIH WEN WONG of 16745 N.E. 120th St  
Redmond, WA 98052, MATTHEW C. CARY of 1809 25th Avenue  
Seattle, WA 98122, of, hereby assign to:

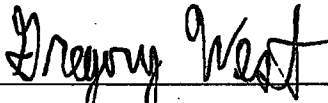
Google Inc., a corporation of Delaware having a place of business at:

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 CONTEXTUAL TARGETING PREDICTION, filed \_\_\_\_\_, and assigned U.S. Serial Number \_\_\_\_\_, 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

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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.

  
GREGORY WEST

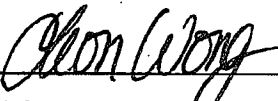
Witnessed by:

  
Signature

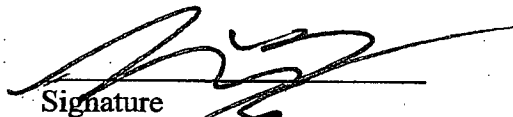
Date: Mar 10, 2008

Yan Huang  
Typed or Printed Name

8832 NE 148th PL  
Kenmore WA 98028  
Witness Address

  
LEON CHIH WEN WONG

Witnessed by:

  
Signature

Date: March 10, 2008


Mingyu Zhong  
Typed or Printed Name

6858 139th Ave NE #703  
Redmond, WA 98052  
Witness Address

Attorney's Docket No.: 16113-1059001  
Client's Ref. No.: GP-1594-00-US

  
MATTHEW C. CARY

Witnessed by:

  
Signature

AARON P. SHON  
Typed or Printed Name

501 N 34th St.  
SEATTLE, WA 98103  
Witness Address

Date: Mar. 10, 2008

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