

PATENT ASSIGNMENT

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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>Shumeet Baluja</td><td>06/18/2008</td></tr><tr><td>Yushi Jing</td><td>06/04/2008</td></tr><tr><td>Thomas Leung</td><td>06/04/2008</td></tr><tr><td>Jay Yagnik</td><td>06/17/2008</td></tr></tbody></table>	Name	Execution Date	Shumeet Baluja	06/18/2008	Yushi Jing	06/04/2008	Thomas Leung	06/04/2008	Jay Yagnik	06/17/2008	
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RECEIVING PARTY DATA											
<table border="1"><tr><td>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											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12132576</td></tr></tbody></table>	Property Type	Number	Application Number:	12132576							
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Application Number:	12132576										
CORRESPONDENCE DATA											
Fax Number: (650)938-5200 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 6503357633											
Email: cking@fenwick.com											
Correspondent Name: Christopher-Charles P. King											
Address Line 1: Fenwick & West LLP											
Address Line 2: 801 California Street											
Address Line 4: Mountain View, CALIFORNIA 94041											
ATTORNEY DOCKET NUMBER:	24207-13045										
NAME OF SUBMITTER:	Christopher-Charles P. King										
Total Attachments: 3											

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## ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Google Inc.** a Delaware corporation, having a place of business at 1600 Amphitheatre Parkway, Building 41, Mountain View, CA 94043, ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **Rewarding Creative Use Of Product Placements In User Contributed Videos** ("APPLICATION"), which:

☐ is to be filed herewith.

☒ was filed on **June 3, 2008**, and now bears U.S. application serial number **12/132,576**.

2. The entire worldwide right, title, and interest in and to:  
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

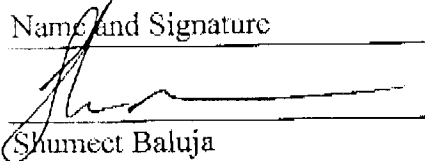
Title: Rewarding Creative Use Of Product Placements In User Contributed  
Videos  
Filed: June 3, 2008  
Application No.: 12/132,576

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INVENTOR grants the attorney of record the power to insert on 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.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature

  
Shumect Baluja

Date of Signature

June 18, 2008

Name and Signature

Yushi Jing

Date of Signature

\_\_\_\_\_, 2008

Name and Signature

Thomas Leung

Date of Signature

\_\_\_\_\_, 2008

Name and Signature

Jay Yagnik

Date of Signature

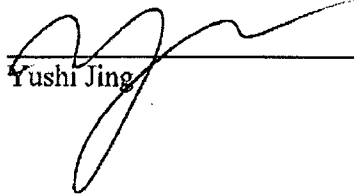
\_\_\_\_\_, 2008

\_\_\_\_\_  
Shumeet Baluja

\_\_\_\_\_, 2008

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Name and Signature

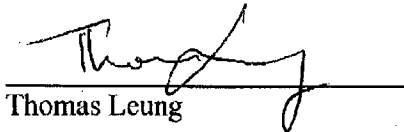
\_\_\_\_\_  
Date of Signature

\_\_\_\_\_  
  
Yushi Jing

\_\_\_\_\_, 2008 June 4, 2008

\_\_\_\_\_  
Name and Signature


\_\_\_\_\_  
Date of Signature

\_\_\_\_\_  
  
Thomas Leung

\_\_\_\_\_, 2008 June 4, 2008

\_\_\_\_\_  
Name and Signature

\_\_\_\_\_  
Date of Signature

\_\_\_\_\_  
  
Jay Yagnik

\_\_\_\_\_, 2008 Jun 14, 2008

Case Docket # 24207-13045 1 of 2  
24207/13045/DOCS/1919681.1