

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Nathan Lucash	06/27/2008
RECEIVING PARTY DATA	
Name:	Google Inc.
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12178529
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	16113-1386001
NAME OF SUBMITTER:	Regie Catiis
Total Attachments: 1 source=16113-1386001assignment#page1.tif	

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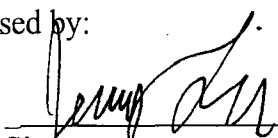
Attorney's Docket No.: 16113-1386001
Client's Ref. No.: GP-1739-00-US

ASSIGNMENT

For valuable consideration, I, NATHAN LUCASH of 3005 23rd Street, San Francisco, CA 94110, 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 me, entitled ADVERTISEMENT CUSTOMIZATION, filed 07/23/2008, and assigned U.S. Serial Number 12/178,529, and I 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 I authorize the Assignee to apply in all countries in my 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 I agree for me and my 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.


NATHAN LUCASH

Witnessed by:


Signature

Jenny Liu

Typed or Printed Name

1043 Payette Ave.

Sunnyvale, CA 94087

Witness Address

Date: 6/27/08

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