

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>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Ching-Lan Ho</td> <td>10/03/2008</td> </tr> <tr> <td>Douglas Felt</td> <td>10/03/2008</td> </tr> </tbody> </table>		Name	Execution Date	Ching-Lan Ho	10/03/2008	Douglas Felt	10/03/2008
Name	Execution Date						
Ching-Lan Ho	10/03/2008						
Douglas Felt	10/03/2008						
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" 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>12245511</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12245511		
Property Type	Number						
Application Number:	12245511						
CORRESPONDENCE DATA							
Fax Number:	(877)769-7945						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	650-839-5070						
Email:	kmj@fr.com						
Correspondent Name:	Kirk A. Gottlieb						
Address Line 1:	FISH & RICHARDSON P.C.						
Address Line 2:	P.O.BOX 1022						
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022						
ATTORNEY DOCKET NUMBER:	16113-1045001						
NAME OF SUBMITTER:	Kathy Jordan						
Total Attachments: 2 source=assignment#page1.tif source=assignment#page2.tif							

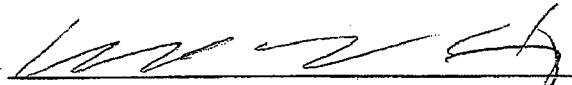
CH \$40.00 12245511

Attorney's Docket No.: 16113-1045001
Client's Ref. No.: GP-1572-00-US

ASSIGNMENT

For valuable consideration, we, CHING-LAN HO of 3492 Cowper Court, Palo Alto, CA 94306, DOUGLAS FELT of 317 McKendry Drive, Menlo Park, CA 94025, 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 VERTICAL CONTENT ON SMALL DISPLAY DEVICES, filed October 3, 2008, and assigned U.S. Serial Number 12/245,511, 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.

Attorney's Docket No.: 16113-1045001
Client's Ref. No.: GP-1572-00-US



CHING-LAN HO

Witnessed by:



Signature

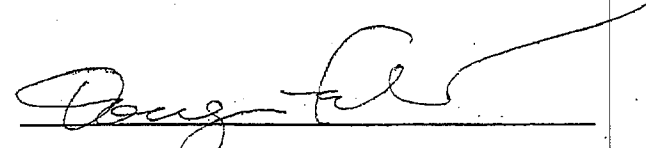
Markus Scherer

Typed or Printed Name

3831 Thrush Way
Santa Clara, CA 95051

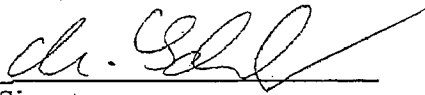
Witness Address USA

Date: Oct -03 2008



DOUGLAS FELT

Witnessed by:



Signature

Markus Scherer

Typed or Printed Name

3831 Thrush Way
Santa Clara, CA 95051

Witness Address USA

Date: 3 Oct 2008

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