# PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

| | |
|---|---|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|---|---|
| Lin Liao | 11/13/2008 |
| Manish Gupta | 11/13/2008 |
| Rajas Moonka | 11/13/2008 |

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: | 12271395 |

CH $40.00 12271395

CORRESPONDENCE DATA

Fax Number: (877)769-7945
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*
Phone: (404) 892-5005
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: | 16113-1208001 |
| NAME OF SUBMITTER: | Chandra Russell |

Total Attachments: 4
source=16113_1208001_Assignment#page1.tif

source=16113_1208001_Assignment#page2.tif
source=16113_1208001_Assignment#page3.tif
source=16113_1208001_Assignment#page4.tif

# ASSIGNMENT

For valuable consideration, we, LIN LIAO of 21402 37th Ave SE Bothell, WA 98021, MANISH GUPTA of 3525 Berry Way Santa Clara, CA 95051, RAJAS MOONKA of 105 Galisteo Court San Ramon, CA 94583, 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 VIDEO PLAY THROUGH RATES, filed November14, 2008, and assigned U.S. Serial Number 12/271,395, 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.: 16113-1208001
Client's Ref. No.: GP-1488-03-US

Lin Liao

LIN LIAO

Witnessed by:

Signature

DANIEL TASSE
Typed or Printed Name

607 E. HARRISON ST. #201

SEATTLE, WA 98102
Witness Address

Date: 11/13/08

MANISH GUPTA

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date:

LIN LIAO

Witnessed by:

Signature

Date:

Typed or Printed Name

Witness Address

MANISH GUPTA

Witnessed by:

Signature

Date: Nov 13, 2008

Brandon Pearcy
Typed or Printed Name

#104 20350 Stevens Creek Blvd.
Cupertino, CA 95014
Witness Address

RAJAS MOONKA

Witnessed by:

Signature

Date: 11/13/08

Gregor Hochmuth
Typed or Printed Name

53 Gladys Ave
Mountain View, CA 94043
Witness Address

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address