

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Scott Gasch	12/08/2008
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:	12184824
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	16113-0723001
NAME OF SUBMITTER:	Linsay Jenkins
Total Attachments: 1 source=assign#page1.tif	

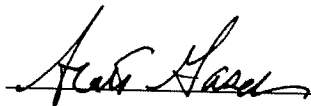
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PATENT
REEL: 022096 FRAME: 0555

ASSIGNMENT

For valuable consideration, I, SCOTT GASCH of 12935 NE 86th Street, Kirkland, WA 98033, 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 "AUTOMATIC CAMPAIGN STRUCTURE SUGGESTION", filed August 1, 2008, and assigned U.S. Serial Number 12/184,824; 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 inventor's certificates for said inventions and improvements; and I agree for myself and my 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.


SCOTT GASCH

Witnessed by


Signature

Date: 12/8/2008

Konstantin Raslyakov
Typed or Printed Name

13271 126 Ct. NE
Kirkland WA 98033
Witness Address