

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Jason Bayer</td> <td>01/05/2008</td> </tr> <tr> <td>Steve Stukenborg</td> <td>01/05/2008</td> </tr> <tr> <td>Jeff T. Lu</td> <td>01/05/2008</td> </tr> <tr> <td>Walter Lee</td> <td>01/05/2008</td> </tr> <tr> <td>Salahuddin Choudhary</td> <td>01/05/2008</td> </tr> </tbody> </table>		Name	Execution Date	Jason Bayer	01/05/2008	Steve Stukenborg	01/05/2008	Jeff T. Lu	01/05/2008	Walter Lee	01/05/2008	Salahuddin Choudhary	01/05/2008
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Salahuddin Choudhary	01/05/2008												
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>12349988</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12349988								
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Application Number:	12349988												
CORRESPONDENCE DATA													
Fax Number:	(877)769-7945												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	(404) 892-5005												
Email:	bell@fr.com												
Correspondent Name:	Paul E. Franz												
Address Line 1:	FISH & RICHARDSON P.C.												
Address Line 2:	P.O.BOX 1022												
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022												
ATTORNEY DOCKET NUMBER:	16113-1087001												
NAME OF SUBMITTER:	Kathy J. Bell												

CH \$40.00 12349988

Total Attachments: 5

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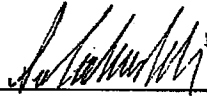
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ASSIGNMENT

For valuable consideration, we, SALAHUDDIN CHOUDHARY of 939 Washington Street, Mountain View, CA 94043, STEVE STUKENBORG of 1835 Appletree Lane, Mountain View, CA 94040, JEFF T. LU of 159 Dolores #3, San Francisco, CA 94103, WALTER LEE of 855 Folsom Street, #940, San Francisco, CA 94107, JASON BAYER of 1600 Villa Street, #369, Mountain View, CA 94041, 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 TELEVISION PROGRAM TARGETING FOR ADVERTISING, filed 1/7/2009, and assigned U.S. Serial Number 12/349,988, 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.



SALAHUDDIN CHOUDHARY

Witnessed by:

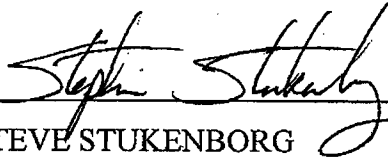


Signature

Date: 1/5/09

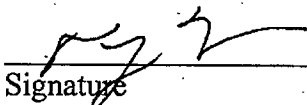
Alyson Makishima
Typed or Printed Name

1480 Triborough Lane
San Jose, Ca 95126
Witness Address



STEVE STUKENBORG

Witnessed by:



Signature

Date: 1/5/09

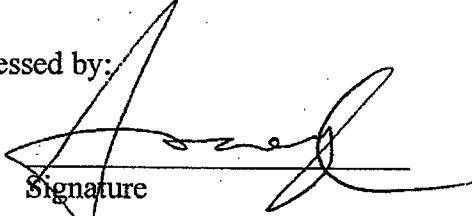
Danny Tom
Typed or Printed Name

2775 Shellgate Circle
Hayward, CA 94545
Witness Address



JEFF T. LU

Witnessed by:



Signature

ANDREW POON

Typed or Printed Name

675 LYTTON AVE

DALY CITY, CA 94301

Witness Address

Date: 1.5.09

WALTER LEE

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date:

JEFF T. LU


Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address



WALTER LEE

Witnessed by:




Signature

Date: 1/5/09

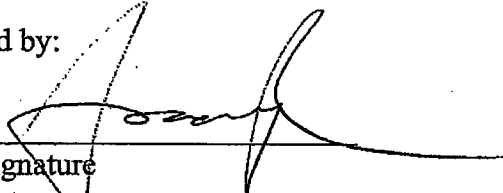
LINDA MULLINS
Typed or Printed Name

17715 GULF BLVD #304
REDINGTON SHORES, FL 33708
Witness Address



JASON BAYER

Witnessed by:



Signature

Date: 1.5.08

ANDREW POON

Typed or Printed Name

675 LYTTON AVE
PALO ALTO, CA 94301

Witness Address

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