

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT												
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Application Number and the Title previously recorded on Reel 022149 Frame 0889. Assignor(s) hereby confirms the Application Number and Title are incorrect.												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Cail Pearce</td><td>11/05/2008</td></tr><tr><td>Peter Dolan</td><td>10/29/2008</td></tr><tr><td>Owen Carlsen</td><td>10/06/2008</td></tr><tr><td>Kirill Buryak</td><td>10/29/2008</td></tr><tr><td>Rob Christy</td><td>10/11/2008</td></tr></tbody></table>		Name	Execution Date	Cail Pearce	11/05/2008	Peter Dolan	10/29/2008	Owen Carlsen	10/06/2008	Kirill Buryak	10/29/2008	Rob Christy	10/11/2008
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<table border="1"><tr><td>Name:</td><td>Google Inc.</td></tr><tr><td>Street Address:</td><td>1600 Amphitheatre Parkway</td></tr><tr><td>City:</td><td>Mountain View</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94043</td></tr></table>		Name:	Google Inc.	Street Address:	1600 Amphitheatre Parkway	City:	Mountain View	State/Country:	CALIFORNIA	Postal Code:	94043		
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CORRESPONDENCE DATA													
Fax Number: (530)759-1665 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone: 530-759-1663													
Email: edward@parklegal.com													
Correspondent Name: Edward J. Grundler													
Address Line 1: Park, Vaughan & Fleming, LLP													
Address Line 2: 2820 Fifth Street													
Address Line 4: Davis, CALIFORNIA 95618													
ATTORNEY DOCKET NUMBER:	GGL-1866-00-US												

OP \$40.00 12338847

500771110

PATENT  
REEL: 022199 FRAME: 0513

NAME OF SUBMITTER:

Edward J. Grundler, Reg. No. 47,615

**Total Attachments: 8**

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TO: EDWARD J. GRUNDLER COMPANY: PARK, VAUGHAN &amp; FLEMING, LLP

## PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.101/23/2009  
500762136

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
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NAME OF SUBMITTER:	Edward J. Grundler, Reg. No. 47,615												

OP \$40.00 12338874

TO: EDWARD J. GRUNDLER COMPANY: PARK, VAUGHAN & FLEMING, LLP

**Total Attachments: 4**

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## CORPORATE ASSIGNMENT

WHEREAS, the undersigned,

Cail Pearce	680 Mission Street, Apt. 20K, San Francisco, CA 94105
Peter Dolan	100 Scott Street #4, San Francisco, CA 94117
Owen Carlsen	1280 Lombard Street #202, San Francisco, CA 94109
Kirill Buryak	979 Belmont Terrace #7, Sunnyvale, CA 94084
Rob Christy	1235 Wildwood Avenue #264, Sunnyvale, CA 94089

hereinafter termed "Inventor(s)", have invented certain new and useful improvements in

### *DYNAMIC RECOMMENDATIONS BASED ON ACTIVITY HISTORY*

and have executed a declaration or oath for an application for a United States patent disclosing and identifying the invention:

\_\_\_ On the \_\_\_ day of \_\_\_, 20\_\_\_;

Or

X Said application having Application Number 12/338,847 and filed on 18 December 2008; and

WHEREAS, Google Inc. a corporation of the State of Delaware, having a place of business at 1600 Amphitheatre Parkway, Mountain View, CA 94043, (hereinafter termed "Assignee"), is desirous of acquiring the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered jointly or severally by said Inventor(s) (all collectively hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries.

NOW, THEREFORE, in consideration of good and valuable consideration, which is hereby acknowledged by said Inventor(s) to have been received in full from said Assignee:

1. Said Inventor(s) do hereby sell, assign, transfer and convey unto said Assignee the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply for foreign patents on said invention pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all applications filed and any and all patents granted on said invention in the United States or any foreign country, including each and every application filed and each and every patent granted on any application which is a divisional, substitution, continuation, or continuation-in-part of any of said applications; and (d) in and to each and every reissue or extensions of any of said patents.

2. Said Inventor(s) hereby jointly and severally covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and foreign countries. Such cooperation by said Inventor(s) shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (d) for filing and prosecuting

Attorney Docket No. GGL-1866-00-US

substitute, divisional, continuing or additional applications covering said invention; (d) for filing and prosecuting applications for reissuance of any said patents; (e) for interference or other priority proceedings involving said invention; and (f) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation reissues and reexaminations, opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor(s) in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventor(s), their respective heirs, legal representatives and assigns.

4. Said Inventor(s) hereby jointly and severally warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, said Inventor(s) have executed and delivered this instrument to said Assignee as of the dates written below.



Cail Pearce

11.5.08

Date



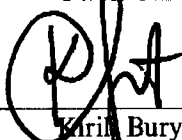
Peter Dolan

10-29-08

Date

Owen Carlsen

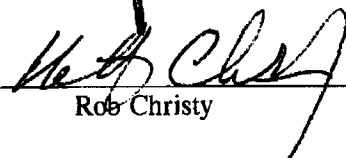
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Kiril Buryak

10-29-2008

Date



Rob Christy

10-11-2008

Date

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Call Pearce

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Date

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Peter Dolan

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Date

\* *Owen Carlsen*

*10/6/2008*

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Owen Carlsen

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Date

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Kirill Buryak

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Date

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Rob Christy

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Date