

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Qi Fu	12/09/2008
Robert Murray	12/09/2008
Varun Y. Patel	12/09/2008
Pishoy S. Maksy	12/09/2008
Ravi K. Desu	12/09/2008
Sean Sullivan	12/09/2008
Darren Robert Davis	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:	12331938

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: Padilla@fr.com

Correspondent Name: Andy Thomson

Address Line 1: FISH & RICHARDSON P.C.

Address Line 2: P.O.BOX 1022

Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022

ATTORNEY DOCKET NUMBER:

16113-1535001

PATENT

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REEL: 022253 FRAME: 0920

CH \$40.00 12331938

NAME OF SUBMITTER:

Rebecca J. Padilla

Total Attachments: 5

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ASSIGNMENT

For valuable consideration, we, QI FU of 1955 Wallace Ave. Apt #C106, Costa Mesa, CA 92627, ROBERT MURRAY of 26 Bluff View, Irvine, CA 92603, VARUN Y. PATEL of 4695 Tuscani Drive, Cypress, Ca 90630, PISHOY S. MAKSY of 240 Nice Ln #108, Newport Beach, CA 92663, RAVI K. DESU of 3 Sunshine, Irvine CA 92603, SEAN SULLIVAN of 206 Avenida Califia #B, San Clemente, CA 92672, and DARREN ROBERT DAVIS of 8727 Palo Verde Road, Irvine, CA 92617, 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 ESTIMATING REACH AND FREQUENCY OF ADVERTISEMENTS, filed 12/10/2008 and assigned U.S. Serial Number 12/331,938 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.



QI FU

Witnessed by:



Signature

Date: 12-9-2008

Aileen Vogelvang

Typed or Printed Name

19540 Jamboree Rd #200
Irvine, CA 92612

Witness Address



ROBERT MURRAY

Witnessed by:



Signature

Date: 12-9-08

Aileen Vogelvang

Typed or Printed Name

19540 Jamboree Rd. #200
Irvine, CA 92612

Witness Address

Var Patel

VARUN Y. PATEL

Witnessed by:

Aileen Vogelvang
Signature

Date: 12/9/08

Aileen Vogelvang
Typed or Printed Name

19540 Jambore Rd #200
Irvine, CA 92612
Witness Address

Pishoy S. Maksy
PISHOY S. MAKSY

Witnessed by:

Aileen Vogelvang
Signature

Date: 12/9/08

Aileen Vogelvang
Typed or Printed Name

19540 Jambore Rd. #200
Irvine, CA 92612
Witness Address

D. Ravi Desu

RAVI K. DESU

Witnessed by:

Aileen Vogelvang
Signature

Date: 12/9/08

Aileen Vogelvang
Typed or Printed Name

19540 Jamboree Rd. #200
Irvine, CA 92612
Witness Address

SEAN SULLIVAN

Witnessed by:

Aileen Vogelvang
Signature

Date: 12-09-2008

Aileen Vogelvang
Typed or Printed Name

19540 Jamboree Rd. #200
Irvine, CA 92612
Witness Address

Darren R. Davis

DARREN ROBERT DAVIS

Witnessed by:

谭昊
Signature

Date: 12/08/2008

Yanhao Tang
Typed or Printed Name

6210 Palo Verde Road
Irvine, CA 92617
Witness Address

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