

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Carl Meyer	12/18/2008
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Google Inc.
<b>Street Address:</b>	1600 Amphitheatre Parkway
<b>City:</b>	Mountain View
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94043
<b>PROPERTY NUMBERS Total: 5</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	7130808
Patent Number:	7415423
Application Number:	12193163
Patent Number:	7406434
Application Number:	12179916
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	16113-1595001-1596002
<b>NAME OF SUBMITTER:</b>	Gina M. Reeder

**CH \$200.00 7130808**

Total Attachments: 2

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### ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, Carl Meyer, an individual residing at 20252 Hill Avenue, Saratoga, California 95070 (hereafter "*Meyer*"), does hereby sell, assign, transfer, and convey unto Google Inc., a Delaware company having offices at 1600 Amphitheatre Parkway, Mountain View, California 94043 (hereafter "*Google*"), all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the "*Patent Rights*");

- (a) the patent applications and patents listed in the table below (the "*Patents*");

<u>Patent or Application No.</u>	<u>Country</u>	<u>Issue Date/Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
7,130,808	U.S.	October 31, 2006	"Method, algorithm, and computer program for optimizing the performance of messages including advertisements in an interactive measurable medium," Sanjay Ranka
7,406,434	U.S.	July 29, 2008	"System and method for improving the performance of electronic media advertising campaigns through multi-attribute analysis and optimization," Diane Chang
7,415,423	U.S.	August 19, 2008	"Method, algorithm, and computer program for optimizing the performance of messages including advertisements in an interactive measurable medium," Sanjay Ranka
12/179,916	U.S.	July 25, 2008	"System and method for improving the performance of electronic media advertising campaigns through multi-attribute analysis and optimization," Diane Chang
12/193,163	U.S.	August 18, 2008	"Method, algorithm, and computer program for optimizing the performance of messages including advertisements in an interactive measurable medium," Sanjay Ranka

- (b) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, registrations of any item in category (a);

- (c) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories (a) through (b), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;

- (d) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories, including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;

- (e) all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patents and/or any item in any of the foregoing categories, including, without limitation, all causes of action and other enforcement rights for:

- (1) damages,
- (2) injunctive relief, and
- (3) any other remedies of any kind

for past, current, and future infringement; and

(i) all rights to collect royalties and other payments under or on account of any of the Patents and/or any item in any of the foregoing categories.

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

Assignor will, at the reasonable request of Assignee and without demanding any further consideration therefore, do all things necessary, proper, or advisable, including without limitation, the execution, acknowledgment, and recordation of specific assignments, oaths, declarations, and other documents on a country-by-country basis, to assist Assignee in obtaining, perfecting, sustaining, and/or enforcing the Patent Rights.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at Saratoga on December 18, 2008.

**ASSIGNOR:**

**CARL MEYER**

By: *Carl Meyer*  
 Name: Carl Meyer  
 Title: Owner

*(Signature MUST be notarized)*

STATE OF CA  
 COUNTY OF Santa Clara ss.

On Dec 18, 2008, before me, Rinkoo R. Nat, Notary Public in and for said State, personally appeared Carl Meyer, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature

*Rinkoo R. Nat* (Seal)

