

Form PTO-1595 (Rev. 09-04)
OMB No. 0653-0027 (exp. 6/30/2005)

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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

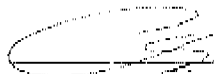
<p>1. Name of conveying party(ies)/Execution Date(s): CHIKAI J. OHAZAMA (04/03/2009), JOSHUA SACKS (04/03/2009), CHIA-NEE MICHELLE CHEN (04/03/2009), SANJAY GAJANAN MAVINKURVE (04/03/2009), AMIN P. CHARANIYA (04/03/2009)</p> <p>Execution Date(s) in parentheses after inventor name</p> <p>Additional name(s) of conveying party(ies) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies)</p> <p>Name: <u>GOOGLE INC.</u></p> <p>Internal Address: _____</p> <p>Street Address: _____</p> <p><u>100 AMPHITHEATRE PARKWAY</u></p> <p>City: <u>MOUNTAIN VIEW</u></p> <p>State: <u>CALIFORNIA</u></p> <p>Country: <u>United States of America</u> Zip: <u>94043</u></p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of Conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Government Interest Assignment</p> <p><input type="checkbox"/> Executive Order 9424, Confirmatory License</p> <p><input type="checkbox"/> Other _____</p>	

<p>4. Application or patent number(s): <input checked="" type="checkbox"/> This document is being filed together with a new application.</p> <p>A. Patent Application No.(s) <u>12/418,968</u></p> <p>B. Patent No.(s)</p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
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<p>5. Name and address to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Andrew T. Zidel</u> <u>LENER, DAVID, LITTENBERG,</u> <u>KRUMHOLZ & MENTLIK, LLP</u></p> <p>Internal Address: <u>Atty. Dkt.: GOOGLE 3.0-010</u></p> <p>Street Address: <u>600 South Avenue West</u></p> <p>City: <u>Westfield</u></p> <p>State: <u>NJ</u> Zip: <u>07090</u></p> <p>Phone Number: <u>(908) 518-6385</u></p> <p>Fax Number: <u>(908) 654-0415</u></p> <p>Email Address: <u>azidel@ldlkm.com</u></p>	<p>6. Total number of applications and patents involved: <u>1</u></p> <p>7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40.00</u></p> <p><input type="checkbox"/> Authorized to be charged by credit card</p> <p><input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p><input type="checkbox"/> Enclosed</p> <p><input type="checkbox"/> None required (government interest not affecting title)</p> <p>8. Payment Information</p> <p>a. Credit Card Last 4 Numbers _____ Expiration Date _____</p> <p>b. Deposit Account Number <u>12-1095</u> Authorized User Name <u>Andrew T. Zidel</u></p>
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<p>9. Signature:</p> <p> _____ Signature</p> <p><u>April 7, 2009</u> _____ Date</p> <p><u>Andrew T. Zidel - 45,256</u> _____ Name of Person Signing</p> <p>Total number of pages including cover sheet, attachments, and documents: <u>6</u></p>	
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CH \$40.00 121096 12418968

ASSIGNMENT OF UTILITY APPLICATION	<small>Form PTO/SR-15 (8-09) Modified LDLKM</small> Docket Number (Optional) GOOGLE 3 0 010
Whereas, I, <u>Chikai J. Dhazama</u> of <u>356 Lexington Street, San Francisco, California</u> hereafter referred to as assignor, have with others invented certain new and useful improvements in METHOD FOR GENERATING LOCATION TARGETED, KEYWORD-TRIGGERED, ADS AND GENERATING USER RECALLABLE LAYER-BASED ADS <input checked="" type="checkbox"/> for which an application for a United States Letters Patent was filed on <u>April 6, 2009</u> Application Number <u>12/418,968</u> <input type="checkbox"/> for which an application for a United States Letters Patent was executed by me on _____ and _____	
Per 37 C.F.R. §3.21, the listed inventors are as follows: Chikai J. Dhazama; Joshua Sacks; Chia-Nee Michelle Chen; Sampy Gajanan Mavinikurve; and Amin P. Charanya Whereas, <u>Google Inc</u> a corporation of the state of <u>Delaware</u> having a place of business at <u>1600 Amphitheatre Parkway, Mountain View, California 94043</u> is desirous of acquiring the entire right, title and interest in the same.	
NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I as assignor hereby sell, assign and set over to said assignee my entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid utility patent application and all original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, for said inventor, including without limitation all applications and patents for said invention claiming priority or benefit of the aforesaid utility application pursuant to any law or treaty, and including the right to claim such priority or benefit and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein, and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, reissue and other applications for Letters Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.	
And I do hereby authorize my attorneys to insert on this deed the filing date and application number of said application when known <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;"> <u>April 3, 2009</u> (Date) </div> <div style="text-align: center;">  (Signature) </div> </div>	
State of California) County of <u>San Mateo</u>) On <u>April 3, 2009</u> (date) before me, <u>Walter W. Lindsey, Public</u> (here insert name and title of the notaryizing officer), personally appeared <u>Chikai J. Dhazama</u> , who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) were subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/hers/their authorized capacity(ies), and that by his/hers/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.	
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct. WITNESS my hand and official seal <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <u>Walter W. Lindsey</u> (Notary Public) </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <small>MISGANO CURAS</small> <small>Commission # 1523978</small> <small>Notary Public - California</small> <small>San Francisco County</small> <small>My Comm. Expires Jun 25, 2010</small> </div> </div>	
<input checked="" type="checkbox"/> *Total of <u>5</u> forms are submitted.	

Form PTO/SB70 (4-09) Replaces LTR 654

ASSIGNMENT OF UTILITY APPLICATION	Docket Number (Optional) GOOGLE 3.0-010
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Whereas, I, Joshua Sacks of 30 Valley Road, San Carlos, California 94070 hereafter referred to as assignor, have with others invented certain new and useful improvements in METHOD FOR GENERATING LOCATION TARGETED, KEYWORD-TRIGGERED, ADS AND GENERATING USER RECALLABLE LAYER-BASED ADS for which an application for a United States Letters Patent was filed on April 6, 2009 Application Number 12/418,968 for which an application for a United States Letters Patent was executed by me on _____ And Per 37 C.F.R. §3.21, the listed inventors are as follows: Chikai J. Ohazama; Joshua Sacks; Chia-Nee Michelle Chen; Sanyu Gajanan Mavinkurve; and Anil P. Chaturaniya

Whereas, Google Inc a corporation of the state of Delaware having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043 is desirous of acquiring the entire right, title and interest in the same,

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I as assignor hereby sell, assign and set over to said assignee my entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid utility patent application and all original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, for said inventor, including without limitation all applications and patents for said invention claiming priority or benefit of the aforesaid utility application pursuant to any law or treaty, and including the right to claim such priority or benefit and the Commissioner of Patents and Trademarks; is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, reissue and other applications for Letters Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee

And I do hereby authorize my attorneys to insert on this deed the filing date and application number of said application when known

April 3, 2009 (Date) [Signature] (Signature)

State of California)
County of Santa Clara)

On April 3, 2009 (date) before me, Mariano Curai, Notary Public (here insert name and title of the notarizing officer), personally appeared Joshua Sacks, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct

WITNESS my hand and official seal.

[Signature]
(Notary Public)

MARIANO CURAI
 Commission # 158,1979
 Notary Public - California
 San Francisco County
 MY COM. EXPIRES 04/03/2009

<input checked="" type="checkbox"/>	Total of <u>5</u> forms are submitted
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Form: PTO/SB/15 (8.0) Modified 1/1/04

ASSIGNMENT OF UTILITY APPLICATION Docket Number (Optional)
GOOGLE 3.0-010

Whereas, I, Chia-Nee Michelle Chien of 1929 Crisanto Ave, Apt. #523, Mountain View, California, 94040

hereafter referred to as assignor, have with others invented certain new and useful improvements in METHOD FOR GENERATING LOCATION TARGETED, KEYWORD-TRIGGERED, ADS AND GENERATING USER RECALLABLE LAYER-BASED ADS

for which an application for a United States Letters Patent was filed on April 6, 2009
Application Number 12/418,968

for which an application for a United States Letters Patent was executed by me on _____
And _____

Per 37 C.F.R. § 3.21, the listed inventors are as follows: Chikai J. Charama; Joshua Sacks; Chia-Nee Michelle Chien; Sanjay Gajanan Mavinkurve; and Anni P. Charamiya

Whereas, Google Inc.
a corporation of the state of Delaware having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043
is desirous of acquiring the entire right, title and interest in the same,

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I as assignor hereby sell, assign and set over to said assignee my entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid utility patent application and all original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, for said invention, including without limitation all applications and patents for said invention claiming priority or benefit of the aforesaid utility application pursuant to any law or treaty, and including the right to claim such priority or benefit and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, reissue and other applications for Letters Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee

And I do hereby authorize my attorneys to insert on this deed the filing date and application number of said application when known

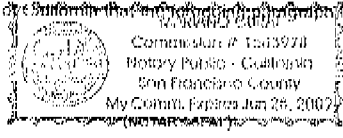
April 3, 2009 (Date) [Signature] (Signature)

State of California)
County of San Jose)

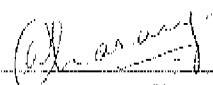
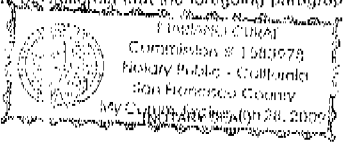
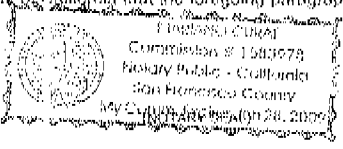
On April 3, 2009 (date), before me, Notario Publico, Notario Publico (here insert name and title of the notary public) personally appeared Chia-Nee Michelle Chien, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing is true and correct.

WITNESS my hand and official seal:
[Signature]
(Notary Public)



*Total of 5 forms are submitted

ASSIGNMENT OF UTILITY APPLICATION	<small>Form PTO/AIA (0-64) Rev. 01-2008</small> Docket Number (Optional) GOOGLE 3.0-010
Whereas, I, <u>Amin P. Charaniya</u> of <u>913 Cole Place, Santa Clara, California 95054</u> hereafter referred to as assignor, have with others invented certain new and useful improvements in METHOD FOR GENERATING LOCATION TARGETED, KEYWORD TRIGGERED, ADS AND GENERATING USER RECALLABLE LAYER-BASED ADS	
<input checked="" type="checkbox"/> for which an application for a United States Letters Patent was filed on <u>April 6, 2009</u> Application Number <u>12/418,968</u>	
<input type="checkbox"/> for which an application for a United States Letters Patent was executed by me on _____ and _____	
Per 37 C.F.R. §3.21, the listed inventors are as follows: Ghikai J. Ghazama; Joshua Sacks; Chia-Nee Michelle Chen; Sanjay Gajanan Mavinkurve; and Amin P. Charaniya	
Whereas, <u>Google Inc.</u> a corporation of the state of <u>Delaware</u> having a place of business at <u>1600 Amphitheatre Parkway, Mountain View, California 94043</u> is desirous of acquiring the entire right, title and interest in the same,	
NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I as assignor hereby sell, assign and set over to said assignee my entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid utility patent application and all original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, for said invention including without limitation all applications and patents for said invention claiming priority or benefit of the aforesaid utility application pursuant to any law or treaty, and including the right to claim such priority or benefit and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein, and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, reissue and other applications for Letters Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.	
And I do hereby authorize my attorneys to insert on this deed the filing date and application number of said application when known	
<u>April 3, 2009</u> (Date)	 (Signature)
State of California) County of <u>San Jose</u>)	
On <u>April 3, 2009</u> (date) before me, <u>William Conrad Murphy, Notary Public</u> (here insert name and title of the notary public), personally appeared <u>Amin P. Charaniya</u> , who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.	
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.	
WITNESS my hand and official seal.  _____ (Notary Public)	
<input checked="" type="checkbox"/> *Total of 5 forms are submitted	

PATENT