

PATENT ASSIGNMENT

Electronic Version v1.1
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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 style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Angshuman Guha</td> <td>03/10/2009</td> </tr> <tr> <td>Xuefu Wang</td> <td>03/10/2009</td> </tr> <tr> <td>Oren E. Zamir</td> <td>03/10/2009</td> </tr> <tr> <td>Aitan Weinberg</td> <td>05/07/2009</td> </tr> </tbody> </table>		Name	Execution Date	Angshuman Guha	03/10/2009	Xuefu Wang	03/10/2009	Oren E. Zamir	03/10/2009	Aitan Weinberg	05/07/2009
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">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											
<p>Fax Number: (877)769-7945 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (404) 892-5005 Email: turnbough@fr.com</p> <p>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</p>											
ATTORNEY DOCKET NUMBER:	16113-1566001										
NAME OF SUBMITTER:	Pam Turnbough										

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**PATENT
 REEL: 022671 FRAME: 0986**

Total Attachments: 4

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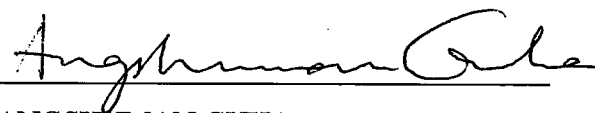
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ASSIGNMENT


For valuable consideration, we, ANGSHUMAN GUHA of 157 Gemini Ct., Los Gatos, CA 95032, XUEFU WANG of 1390 Garthwick Dr., Los Altos, CA 94024, OREN E. ZAMIR of 711 Rose Lane, Los Altos, CA 94024, AITAN WEINBERG of 435 Central Park West Apt 6H, New York, NY 10025, 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 CATEGORY SIMILARITIES, filed March 10, 2009, and assigned U.S. Serial Number 12/401,318, 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.


ANGSHUMAN GUHA

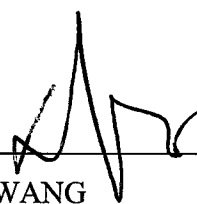
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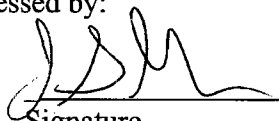
Date: 3/10/2009

JAMES GALLAGHER
Typed or Printed Name

1263 ~~W. Lake~~ Lakeside Dr. Apt 3192
Sunnyvale, CA
Witness Address


XUEFU WANG

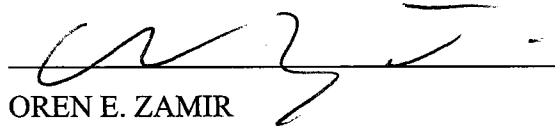
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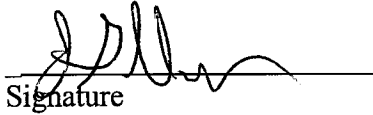
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JAMES GALLAGHER
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1263 Lakeside Dr. Apt 3192
Sunnyvale, CA
Witness Address


OREN E. ZAMIR

Witnessed by:


Signature

Date: 3/10/2009

JAMES GALLAGHER
Typed or Printed Name

1263 Lutescent Dr. Apt 3192
Sunnyvale, CA
Witness Address

AITAN WEINBERG

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

OREN E. ZAMIR

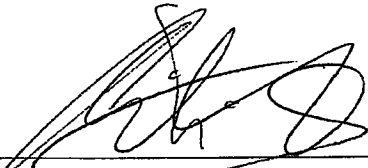
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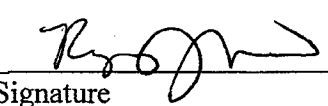
Typed or Printed Name

Witness Address



AITAN WEINBERG

Witnessed by:


Signature

Date: 5/7/09

Ryan Hayward
Typed or Printed Name

340 E. 18th St.
New York, NY 10003
Witness Address