

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT																		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT																		
<b>CONVEYING PARTY DATA</b>																			
<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>Nick Jakobi</td><td>06/19/2009</td></tr> <tr><td>Michael Hatscher</td><td>04/16/2009</td></tr> <tr><td>Steven Dropsho</td><td>04/16/2009</td></tr> <tr><td>Reto Strobl</td><td>06/02/2009</td></tr> <tr><td>Oliver Heckmann</td><td>04/16/2009</td></tr> <tr><td>Andras Nemeth</td><td>04/16/2009</td></tr> <tr><td>Thierry Le Boulenge</td><td>04/15/2009</td></tr> <tr><td>Tamas Foldenyi</td><td>06/02/2009</td></tr> </tbody> </table>		Name	Execution Date	Nick Jakobi	06/19/2009	Michael Hatscher	04/16/2009	Steven Dropsho	04/16/2009	Reto Strobl	06/02/2009	Oliver Heckmann	04/16/2009	Andras Nemeth	04/16/2009	Thierry Le Boulenge	04/15/2009	Tamas Foldenyi	06/02/2009
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20%;"><b>Name:</b></td><td>Google Inc.</td></tr> <tr><td><b>Street Address:</b></td><td>1600 Amphitheatre Parkway, Bldg. 41</td></tr> <tr><td><b>City:</b></td><td>Mountain View</td></tr> <tr><td><b>State/Country:</b></td><td>CALIFORNIA</td></tr> <tr><td><b>Postal Code:</b></td><td>94043</td></tr> </table>		<b>Name:</b>	Google Inc.	<b>Street Address:</b>	1600 Amphitheatre Parkway, Bldg. 41	<b>City:</b>	Mountain View	<b>State/Country:</b>	CALIFORNIA	<b>Postal Code:</b>	94043								
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<b>CORRESPONDENCE DATA</b>																			
<p>Fax Number: (650)938-5200  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 6503357181          Email: pfarmer@fenwick.com          Correspondent Name: Pauline Farmer-Koppenol          Address Line 1: 801 California Street          Address Line 4: Mountain View, CALIFORNIA 94041</p>																			

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**PATENT**  
**REEL: 022938 FRAME: 0615**

ATTORNEY DOCKET NUMBER:	24207-14879
NAME OF SUBMITTER:	Pauline Farmer-Koppenol
<p>Total Attachments: 4 source=14879_Assignment#page1.tif source=14879_Assignment#page2.tif source=14879_Assignment#page3.tif source=14879_Assignment#page4.tif</p>	

## ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Google Inc.**, a Delaware corporation, having a place of business at 1600 Amphitheatre Parkway, Building 41, Mountain View, California 94043 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **Audience Definition Based on Video Database Usage** ("APPLICATION"), which:

☒ was filed on **March 11, 2009**, and now bears U.S. application serial number **12/402,436**.

2. The entire worldwide right, title, and interest in and to:  
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;  
(c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

Title: **Audience Definition Based on Video Database Usage**  
Filed: **March 11, 2009**  
Application No.: **12/402,436**

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INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature

N. Jakobi

**Nick Jakobi**

Date of Signature

June 19th, 2009

Name and Signature

**Michael Hatscher**

Date of Signature

, 2009

Name and Signature

**Steven Dropsho**

Date of Signature

, 2009

Name and Signature

**Reto Strobl**

Date of Signature

, 2009

Name and Signature

**Oliver Heckmann**

Date of Signature

, 2009

Name and Signature

**Andras Nemeth**

Date of Signature

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Name and Signature	Date of Signature
	, 2009

**Nick Jakobi**

Name and Signature	Date of Signature
	April 16, 2009

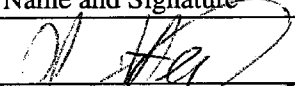
**Michael Hatscher**

Name and Signature	Date of Signature
	April 16, 2009

**Steven Dropsho**

Name and Signature	Date of Signature
	<del>May</del> June 2, 2009

**Reto Strobl**

Name and Signature	Date of Signature
	April 16, 2009

**Oliver Heckmann**

Name and Signature	Date of Signature
	April 16, 2009

**Andras Nemeth**

///

Title: Audience Definition Based on Video Database Usage  
Filed: March 11, 2009  
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Name and Signature

Thierry Le Boulengé The U.S.

**Thierry Le Boulengé**

Date of Signature

15th April, 2009

Name and Signature

Foldenyi Tamas

**Tamas Foldenyi**

Date of Signature

2nd June, 2009