

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	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>Matthew I. Lloyd</td> <td>10/08/2007</td> </tr> <tr> <td>Stanley Chen</td> <td>10/05/2007</td> </tr> <tr> <td>Michael Hochberg</td> <td>10/05/2007</td> </tr> </tbody> </table>		Name	Execution Date	Matthew I. Lloyd	10/08/2007	Stanley Chen	10/05/2007	Michael Hochberg	10/05/2007		
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<b>RECEIVING PARTY DATA</b>											
<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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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (877)769-7945</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (404) 892-5005</p> <p>Email: brichards@fr.com</p> <p>Correspondent Name: Leila R. Abdi</p> <p>Address Line 1: FISH &amp; RICHARDSON P.C.</p> <p>Address Line 2: P.O.BOX 1022</p> <p>Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022</p>											
ATTORNEY DOCKET NUMBER:	16113-0587001										
NAME OF SUBMITTER:	Barbara Richards										
<p>Total Attachments: 4</p> <p>source=16113-587001 Assignment#page1.tif</p>											

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**PATENT**  
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source=16113-587001 Assignment#page4.tif

Attorney's Docket No.: 16113-587001  
Client's Ref. No.: GP-1205-00-US

ASSIGNMENT

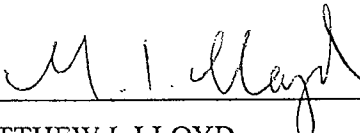
For valuable consideration, we, MATTHEW I. LLOYD of 1455 Fourth Street #503, San Francisco, CA 94131, STANLEY CHEN of 1929 Crisanto Avenue, #1124 Mountain View, CA 94049, and MICHAEL HOCHBERG of 1348 Bobolink Circle Sunnyvale, CA 94087,  
hereby assign to: Google Inc., a corporation of Delaware having a place of business at:

1600 Amphitheatre Parkway  
Mountain View, California 94043; and

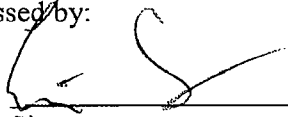
its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us entitled CONTENT ITEM ARRANGEMENT, filed 10/08/2007, and assigned U.S. Serial Number 11/868,714, 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

Attorney's Docket No.: 16113-587001  
Client's Ref. No.: GP-1205-00-US

documents as the Assignee may reasonably request to effectuate fully this assignment.

  
\_\_\_\_\_  
MATTHEW I. LLOYD

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 8 OCT 2007

Eric Melz  
\_\_\_\_\_  
Typed or Printed Name

15151 Encanto Dr.  
Sherman Oaks CA 91403  
\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
STANLEY CHEN

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

may reasonably request to effectuate fully this assignment.

\_\_\_\_\_  
MATTHEW I. LLOYD

Witnessed by:

\_\_\_\_\_  
Signature

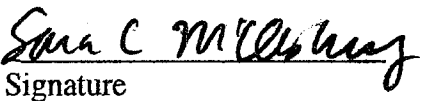
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\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

  
\_\_\_\_\_  
STANLEY CHEN

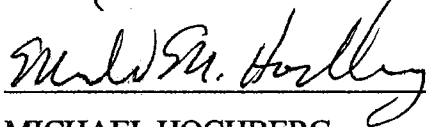
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Signature

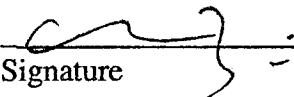
Date: 10/5/2007

Sara McCleskey  
Typed or Printed Name

1600 Amphitheatre Parkway  
Mountain View, CA 94043  
Witness Address

  
\_\_\_\_\_  
MICHAEL HOCHBERG

Witnessed by:

  
\_\_\_\_\_  
Signature  
OREN ZAMIR  
\_\_\_\_\_  
Typed or Printed Name  
711 ROSE LN  
\_\_\_\_\_  
LOS ALTOS CA  
\_\_\_\_\_  
Witness Address

Date: 10/5/07

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