

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Steve Stukenborg	07/14/2009
Daniel J. Zigmond	07/14/2009
Jason Bayer	06/16/2009
Danny Tom	06/16/2009
Jagpreet S. Duggal	06/16/2009
Robert D. Gardner	06/18/2009
Deepak Chandra	07/15/2009
Noam Nisan	06/16/2009
Tal Franji	07/16/2009
Misha Seltzer	06/16/2009
Hal R. Varian	07/01/2009
Yossi Matias	06/18/2009
Kaustuv Kaustuv	07/09/2009

RECEIVING PARTY DATA

Name:	Google Inc.
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12504152

CORRESPONDENCE DATA

Fax Number: (877)769-7945
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

CH \$40.00 12504152

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Address Line 1: FISH & RICHARDSON P.C.
Address Line 2: P.O.BOX 1022
Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022

ATTORNEY DOCKET NUMBER:

16113-1408001

NAME OF SUBMITTER:

Barbara Richards

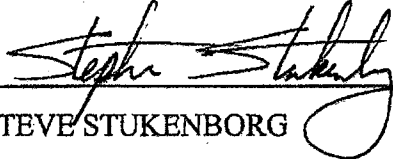
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ASSIGNMENT

For valuable consideration, we, STEVE STUKENBORG of 1835 Appletree Lane, Mountain View, CA 94040, DANIEL J. ZIGMOND of 711 Nash Ave., Menlo Park, CA 94025, JASON BAYER of 1600 Villa Street, #369, Mountain View, CA 94041, DANNY TOM of 2775 Shellgate Circle, Hayward, CA 94545, KAUSTUV KAUSTUV of 835 Webster Street, Webster Court #2, Palo Alto, CA 94301, JAGPREET S. DUGGAL of 521 5th Avenue W, #905, Seattle, WA 98119, ROBERT D. GARDNER of 12 Timbergate, Irvine, CA 92614, DEEPAK CHANDRA of 4124 Verano Place, Irvine, CA 92617, NOAM NISAN of 31 Sho'eva, Sho'eva, Israel, 90855, TAL FRANJI of 9 Yeshurun Street, Hod HaSharon, Israel, MISHA SELTZER of 7th Imber St., Kfar Saba 44451, Israel, HAL R. VARIAN of 576 Del Amigo Road, Danville, CA 94526, YOSSI MATIAS of 12 Hamishmar Haezrachi, Tel Aviv, 69697, Israel, 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 ADVERTISING INVENTORY ALLOCATION, filed 7/16/2009, and assigned U.S. Serial Number 12/504,152, 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.


STEVE STUKENBORG

Witnessed by:


Signature

Date: 7/14/2009

Jeff Ting Yan Lu
Typed or Printed Name

2152 C Market St
San Francisco, CA 94114
Witness Address

DANIEL J. ZIGMOND

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

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.

STEVE STUKENBORG

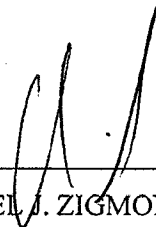
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Date: _____

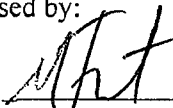
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Witness Address



DANIEL J. ZIGMOND

Witnessed by:



Signature

Date: 7/14/09

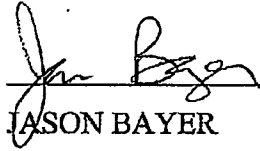
Yannet Interian

Typed or Printed Name

1630 Guerrero st apt 3
San Francisco, CA

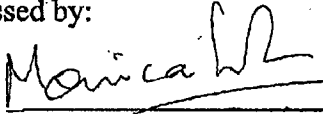
Witness Address

Attorney's Docket No.: 16113-1408001



JASON BAYER

Witnessed by:

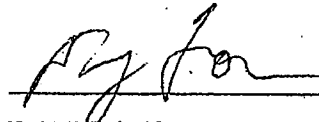


Signature

Date: June 16 2009

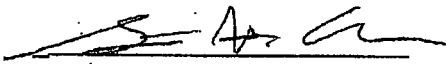
MONICA ANSARI
Typed or Printed Name

1336 FLICKER WAY
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Witness Address



DANNY TOM

Witnessed by:



Signature

Date: June 16, 2009

Steve H. Chen
Typed or Printed Name

16396 Del Oro Cir
Huntington Beach, CA 92649
Witness Address

Kaustuv

KAUSTUV KAUSTUV

Witnessed by:

Eric Nehrlich

Signature

Eric Nehrlich

Typed or Printed Name

2660 Remona St

Palo Alto, CA 94306

Witness Address

Date: July 9, 2009

JAGPREET S. DUGGAL

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: _____

KAUSTUV KAUSTUV

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address



JAGPREET S. DUGGAL

Witnessed by:



Signature

Date: 06/16/2009

George A. Borle

Typed or Printed Name

1204 N 42nd SE
Seattle, WA 98103

Witness Address

Robert D Gardner
ROBERT D. GARDNER

Witnessed by:

Dipankar Gupta
Signature

Date: 6/18/09

DIPANKAR GUPTA
Typed or Printed Name

33 VALLEY VW
IRVINE, CA 92612
Witness Address

DEEPAK CHANDRA

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

ROBERT D. GARDNER

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

Chandra
DEEPAK CHANDRA

Witnessed by:

JL
Signature

Date: 07/15/2009

Jennifer Lin
Typed or Printed Name

197 Danya Ct.
Mountain View, CA 94043
Witness Address

Noam Nisan
NOAM NISAN

Witnessed by:

Hadas
Signature

Date: June 16th, 2009

HADAS IGRA
Typed or Printed Name

86 Lev. Eshkol St
Tel Aviv, ISRAEL
Witness Address

TAL FRANJI

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

NOAM NISAN

Witnessed by:

Signature

Date: _____

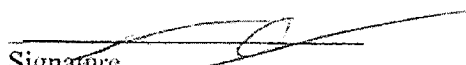
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Witness Address



TAL FRANJI

Witnessed by:


Signature

Date: 7/16/2009

Eyal Molad
Typed or Printed Name

#Kitsic 26,
Tel-Aviv, ISRAEL
Witness Address

Misha Seltz
MISHA SELTZER

Witnessed by:

Hadas Igra
Signature

Date: June 16th 2003

HADAS IGRA
Typed or Printed Name

80 (an) Eshkol St
Tel-Aviv ISRAEL
Witness Address

HAL R. VARIAN

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

MISHA SELTZER


Witnessed by:

Signature

Date: _____

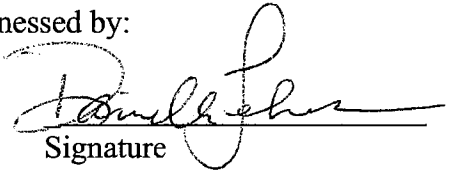
Typed or Printed Name

Witness Address



HAL R. VARIAN

Witnessed by:


Signature

Date: 7/1/2009

DANIELLE FEHER
Typed or Printed Name

126A GUERRERO ST

SAN FRANCISCO, CA 94110
Witness Address

Yossi Matias
YOSSI MATIAS

Witnessed by:

Hadas
Signature

Date: June 18, 09

HADAS IGRA
Typed or Printed Name

86 Levi Eshkol St.

Tel Aviv, Israel
Witness Address

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