

# PATENT ASSIGNMENT

Electronic Version v1.1

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
John D. Batali	04/25/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Google Inc.
<b>Street Address:</b>	1600 Amphitheatre Parkway
<b>City:</b>	Mountain View
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94043
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12429566
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	(214) 747-5070
<b>Email:</b>	brichards@fr.com
<b>Correspondent Name:</b>	William R. Borchers
<b>Address Line 1:</b>	FISH & RICHARDSON P.C.
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<b>ATTORNEY DOCKET NUMBER:</b>	16113-0956001
<b>NAME OF SUBMITTER:</b>	Barbara Richards
<b>Total Attachments: 1</b> source=16113-0956001 Assignment#page1.tif	

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**PATENT**  
**REEL: 023147 FRAME: 0073**

ASSIGNMENT

For valuable consideration, I, JOHN D. BATALI of 732 16th Ave West, Kirkland, WA 98033, 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 me, entitled PROTECTING PRIVACY IN AUDIENCE DATA, filed 4/24/2009, and assigned U.S. Serial Number 12/429,566, and I 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 I authorize the Assignee to apply in all countries in my 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 I agree for me and my 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.

  
 \_\_\_\_\_  
 JOHN D. BATALI

Witnessed by:

Ken Batali  
 \_\_\_\_\_  
 Signature

Date: April 23, 2009

Ken Batali  
 \_\_\_\_\_  
 Typed or Printed Name

1030 Maple St  
 \_\_\_\_\_

Edmonds WA 98020  
 \_\_\_\_\_  
 Witness Address