### PATENT ASSIGNMENT

# Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

#### **CONVEYING PARTY DATA**

Name	Execution Date
Peter Dolan	09/18/2009
Jiahui Liu	09/17/2009

#### **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:	12562953

### **CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER: 60963-5397-US

NAME OF SUBMITTER: Douglas J. Crisman

**Total Attachments: 2** 

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> PATENT REEL: 023411 FRAME: 0863

## **ASSIGNMENT**

WHEREAS, WE, Peter Dolan, citizen of United States, residing in San Francisco, Cacitizen of China, residing in Mountain View, California, ASSIGNORS, are the inventors of topic-interest-based recommendations twiddless, for which we have for a Patent of the United States	the invention in NEWS
☐ which is executed on ☐ even date herewith	
which is identified by Morgan, Lewis & Bockius LLP docket no. 60963-5397-US	
which was filed on, Application No	
which claims priority on U.S. Provisional Patent Application No(s).	
We hereby authorize and request our attorney, Douglas J. Crisman, of Morgan, Lewis & Bock in parenthesis (Application number, filed) the filin number of said application when known.	ius LLP, to insert here and application
and WHEREAS, GOOGLE INC., ASSIGNEE, having a place of business at 1600 Amphithe View, California 94043, is desirous of obtaining our entire right, title and interest in, to and under the said application:	atre Parkway, Mountain er the said invention and
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficient acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representative right, title and interest in, to and under the said invention, and the said United States applicated renewals and continuations thereof, and any substitute applications therefore, and all Patents of may be granted thereon and all reissues and extensions thereof; the said United States provisiona any, on which the said United States application claims priority; and all applications for indust including, without limitation, all applications for patents, utility models, and designs which may hinvention in any country or countries foreign to the United States, together with the right to file sight to claim for the same the priority rights derived from said United States application provisional patent application(s), if any, under the Patent Laws of the United States, the Internative Protection of Industrial Property, or any other international agreement or the domestic laws of the such application is filed, as may be applicable; and all forms of industrial property protectimitation, patents, utility models, inventors' certificates and designs which may be granted for country or countries foreign to the United States and all extensions, renewals and reissues thereof;	these presents do hereby s and assigns, our entire cation and all divisions, the United States which I patent application(s), if trial property protection, receafter be filed for said such applications and the and said United States ional Convention for the he country in which any tion, including, without or said invention in any
AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks any Official of any country or countries foreign to the United States, whose duty it is to issue pate forms of industrial property protection on applications as aforesaid, to issue the same to the successors, legal representatives and assigns, in accordance with the terms of this instrument.	ents or other evidence or
AND WE HEREBY covenant and agree that we have full right to convey the entire interthat we have not executed, and will not execute, any agreement in conflict herewith.	rest herein assigned, and
AND WE HEREBY further covenant and agree that we will communicate to the said AS legal representatives and assigns, any facts known to us respecting said invention, and testify in ar all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all righ do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assign proper protection for said invention in all countries.	ny legal proceeding, sign
IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set signatures.	opposite our respective
Date 09/18/09 PETER DOLAN	L.S.
Date	L.S.

DB2/21323358.1

## ASSIGNMENT

citizen of TOPIC-IN	China, residing in Mountain View, California, ASSIGNORS, are the inventors of the invent NTEREST-BASED RECOMMENDATIONS TWIDDLING, for which we have executed to f the United States	ion in NEWS
□ which	is executed on even date herewith	•
which	is identified by Morgan, Lewis & Bockius LLP docket no. 60963-5397-US	
	was filed on, Application No	
□ which	claims priority on U.S. Provisional Patent Application No(s).	
We here in pare number	reby authorize and request our attorney, Douglas J. Crisman, of Morgan, Lewis & Bockius LLP, to the filing date and reference of said application when known.	to insert here I application
and WHER View, Cali the said app	REAS, GOOGLE INC., ASSIGNEE, having a place of business at 1600 Amphitheatre Parky fornia 94043, is desirous of obtaining our entire right, title and interest in, to and under the said plication:	way, Mountain invention and
acknowled sell, assign right, title renewals as may be gra any, on whincluding, invention is right to cliprovisional Protection such application, imitation,	OW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of white ged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these prese, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigned interest in, to and under the said invention, and the said United States application and continuations thereof, and any substitute applications therefore, and all Patents of the United thereon and all reissues and extensions thereof; the said United States provisional patent application and all applications for patents, utility models, and designs which may hereafter be any country or countries foreign to the United States, together with the right to file such application for the same the priority rights derived from said United States application and said patent application(s), if any, under the Patent Laws of the United States, the International Conformational Property, or any other international agreement or the domestic laws of the country cation is filed, as may be applicable; and all forms of industrial property protection, included patents, utility models, inventors' certificates and designs which may be granted for said incountries foreign to the United States and all extensions, renewals and reissues thereof;	ents do hereby gns, our entire all divisions, d States which oplication(s), if erty protection, e filed for said cations and the United States vention for the in which any uding, without
any Officia forms of i	ID WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the Unil of any country or countries foreign to the United States, whose duty it is to issue patents or oth ndustrial property protection on applications as aforesaid, to issue the same to the said A legal representatives and assigns, in accordance with the terms of this instrument.	er evidence or
AN that we hav	ID WE HEREBY covenant and agree that we have full right to convey the entire interest hereir to not executed, and will not execute, any agreement in conflict herewith.	assigned, and
legal repres all lawful p do everythi	ID WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, tentatives and assigns, any facts known to us respecting said invention, and testify in any legal prapers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths ng possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain the said invention in all countries.	oceeding, sign, and generally
IN signatures.	TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite	our respective
Date	PETER DOLAN	S.
0	- 11	
Date	117/2009 Tol VV VS	S.
	JIAHUI LIU	

DB2/21323358.1

PATENT REEL: 023411 FRAME: 0865