

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Matthew Hiller</td><td>09/29/2009</td></tr><tr><td>Igor Tandetnik</td><td>09/29/2009</td></tr><tr><td>Art Komninos</td><td>09/29/2009</td></tr><tr><td>Theodore Power</td><td>09/29/2009</td></tr><tr><td>Ritcha Gupta Ranjan</td><td>09/29/2009</td></tr><tr><td>Ilan Caron</td><td>09/22/2009</td></tr><tr><td>Michael Loose</td><td>09/24/2009</td></tr></tbody></table>		Name	Execution Date	Matthew Hiller	09/29/2009	Igor Tandetnik	09/29/2009	Art Komninos	09/29/2009	Theodore Power	09/29/2009	Ritcha Gupta Ranjan	09/29/2009	Ilan Caron	09/22/2009	Michael Loose	09/24/2009
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<table border="1"><tr><td>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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CORRESPONDENCE DATA																	
Fax Number: (877)769-7945 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone: (404) 892-5005																	
Email: bell@fr.com																	
Correspondent Name: Tracy M. Hitt																	
Address Line 1: FISH & RICHARDSON P.C.																	
Address Line 2: P.O.BOX 1022																	
Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022																	
ATTORNEY DOCKET NUMBER:	16113-1789001																

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PATENT  
REEL: 023448 FRAME: 0032

NAME OF SUBMITTER:

Kathy J. Bell

**Total Attachments: 6**

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ASSIGNMENT

For valuable consideration, we, MATTHEW HILLER of 420 Riverside Drive, #4D New York, NY 10025, IGOR TANDETNIK of 110-55 72nd Road, Apt. 503, Forest Hill, NY 11375., ART KOMNINOS of 455 Hope Street Apt. 2E, Stamford, CT 06906, THEODORE POWER of 68 Jackson Street, #1R, Brooklyn, NY 11211, RITCHA GUPTA RANJAN of 120 Riverside Blvd, Apt 5L, New York, NY, ILAN CARON of 205 W. 15th Street, Apt. 4P, New York, NY 10011., MICHAEL LOOSE of Bornstr. 5, 20146 Hamburg, Germany, 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 DUPLICATE KEYWORD SELECTION, filed 9/30/2009 and assigned U.S. Serial Number 12/570,124, and U.S. Provisional Application entitled DUPLICATE KEYWORD SELECTION, filed on June 8, 2009, and assigned U.S. Provisional Serial No. 61/184,976, 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.

Matthew Hiller  
MATTHEW HILLER

Witnessed by:

Stacey Gammon  
Signature

Date: 9/29/09

Stacey Gammon  
Typed or Printed Name

1 River Place Apt. 2107  
NY, NY 10036  
Witness Address

Igor Tandetnik  
IGOR TANDETNIK

Witnessed by:

Stacey Gammon  
Signature

Date: 9/29/09

Stacey Gammon  
Typed or Printed Name

1 River Place Apt. 2107  
NY, NY 10036  
Witness Address

Art Komminos  
ART KOMNINOS

Witnessed by:

Stacey Gammon  
Signature

Date: 9/29/09

Stacey Gammon  
Typed or Printed Name

1 River Place Apt. 2107  
NY, NY 10036  
Witness Address

Theodore Power  
THEODORE POWER

Witnessed by:

Stacey Gammon  
Signature

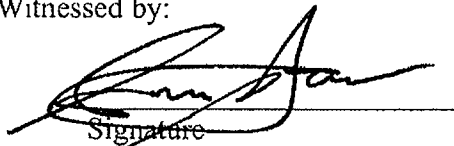
Date: 9/29/09

Stacey Gammon  
Typed or Printed Name

1 River Place Apt. 2107  
NY, NY 10036  
Witness Address

  
\_\_\_\_\_  
RITCHA GUPTA RANJAN

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 9/29/09

Stacey Gammon  
\_\_\_\_\_  
Typed or Printed Name

1 River Place Apt. 2107  
NY, NY 10036  
\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
ILAN CARON

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

\_\_\_\_\_  
RITCHA GUPTA RANJAN

Witnessed by:

\_\_\_\_\_  
Signature

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


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Typed or Printed Name

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Witness Address

  
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ILAN CARON

Witnessed by:

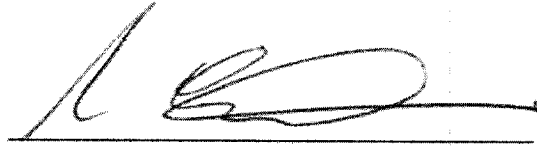
  
\_\_\_\_\_  
Signature

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

9/22/2009

GUY FLYSHEN  
\_\_\_\_\_  
Typed or Printed Name

Tel Aviv Israel  
\_\_\_\_\_  
Witness Address



MICHAEL LOOSE

Witnessed by:



Signature

EVA KÜHNERT

Typed or Printed Name

ALSTERDORFER 125

222991 HAMBURG

Witness Address GERMANY

Date: 09/24/2009

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