

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Florian Buron	01/11/2010
Chirayu Krishnappa	01/22/2010
BethEllyn McClendon	12/29/2009
Jasson Schrock	01/12/2010
Johan Tibell	01/04/2010
Thai Tran	01/11/2010
RECEIVING PARTY DATA	
Name:	Google Inc.
Street Address:	1600 Amphitheatre Parkway
Internal Address:	Building 41
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12641312
CORRESPONDENCE DATA	
Fax Number:	(650)938-5200
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	415-875-2358
Email:	dbrownstone@fenwick.com
Correspondent Name:	Daniel R. Brownstone
Address Line 1:	801 California Street
Address Line 4:	Mountain View, CALIFORNIA 94041
ATTORNEY DOCKET NUMBER:	24207-16332

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**PATENT
 REEL: 023843 FRAME: 0922**

NAME OF SUBMITTER:

Daniel R. Brownstone, Reg. No. 46,581

Total Attachments: 6

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Google Inc.**, a Delaware corporation, having a place of business at **1600 Amphitheatre Parkway, Building 41, Mountain View, California 94043**, ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. § 111(b), non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371, and entitled **Click-To-Buy Overlays** ("APPLICATION"), which:

was filed on December 17, 2009, and now bears U.S. application serial number 12/641,312.

The APPLICATION claims priority from a provisional, filed on December 17, 2008, now bearing US application serial number 61/138,495.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;
(c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

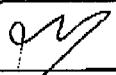
INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

Title: Click-To-Buy Overlays
 Filed: December 17, 2009
 Application No.: 12/641,312

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature _____


 Florian Byron

Date of Signature _____
 January 11, 2010

Name and Signature _____

 Chirayu Krishnappa

Date of Signature _____
 _____, 2009

Name and Signature _____

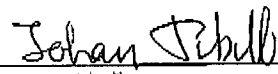
 BethEllyn McClendon

Date of Signature _____
 _____, 2009

Name and Signature _____

 Jasson Schrock

Date of Signature _____
 _____, 2009

Name and Signature _____


 Johan Tibell

Date of Signature _____
 January 4, 2010

Title: Click-To-Buy Overlays
Filed: December 17, 2009
Application No.: 12/641,312

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<u>Name and Signature</u>	<u>Date of Signature</u>
<hr/>	<hr/>
Florian Buron	, 2009

<u>Name and Signature</u>	<u>Date of Signature</u>
 <hr/>	<hr/>
Chirayu Krishnappa	January 22, 2010

<u>Name and Signature</u>	<u>Date of Signature</u>
<hr/>	<hr/>
BethElyn McClendon	, 2009

<u>Name and Signature</u>	<u>Date of Signature</u>
<hr/>	<hr/>
Jasson Schrock	, 2009

<u>Name and Signature</u>	<u>Date of Signature</u>
<hr/>	<hr/>
Johan Tibell	, 2009

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Name and Signature _____ Date of Signature _____
 _____, 2009

Florian Buron

Name and Signature _____ Date of Signature _____
 _____, 2009

Chirayu Krishnappa

Name and Signature _____ Date of Signature _____
 _____, 2009

Beth Ellyn McClendon

Name and Signature _____ Date of Signature _____
 _____, 2009

Jasson Schrock

Name and Signature _____ Date of Signature _____
 _____, 2009

Johan Tibell

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Name and Signature _____ Date of Signature _____
_____, 2009
Florian Buron


Name and Signature _____ Date of Signature _____
_____, 2009
Chirayu Krishnappa

Name and Signature _____ Date of Signature _____
_____, 2009
BethEllyn McClendon

Name and Signature _____ Date of Signature _____
Jason A. Schrock _____ *12 Jan*, 2009
Jason Schrock

Name and Signature _____ Date of Signature _____
_____, 2009
Johan Tibell

Title: Click-To-Buy Overlays
Filed: December 17, 2009
Application No.: 12/641,312

Name and Signature

Thai Tran

Date of Signature
Jan 11, ²⁰¹⁰~~, 2009~~