

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Dong Zhang	02/05/2009
Edward Y. Chang	02/05/2009
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:	12715956
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	16113-1552001
NAME OF SUBMITTER:	Christopher C. Hoff

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Total Attachments: 3
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**PATENT
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ASSIGNMENT

For valuable consideration, we, DONG ZHANG of Tsinghua Science Park Building 6, No.1 Zhongguancun East Road, Haidian District, Beijing P.R.China 100084, EDWARD Y. CHANG of 1611 Castilleja Avenue Palo Alto, CA 94306, 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 Bidding on Users, filed on March 2, 2010 and assigned U.S. Serial Number 12/715,956, 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.

Dong Zhang
DONG ZHANG

Witnessed by:

B. C. Ho
Signature

Date: Feb. 5th, 2009

BO TAO
Typed or Printed Name

1600 Amphitheatre Pkwy.
Mountain View CA 94089
Witness Address

Edward Y. Chang
EDWARD Y. CHANG

Witnessed by

[Signature]
Signature

Date: 2/5/09

BO TAO
Typed or Printed Name

1600 Amphitheatre Pkwy.
Mountain View, CA 94039
Witness Address

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