

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>Elin Pedersen</td><td>02/05/2010</td></tr><tr><td>Karl A. Gyllstrom</td><td>02/12/2010</td></tr><tr><td>Shengyin Gu</td><td>02/05/2010</td></tr><tr><td>Peter Jin Hong</td><td>02/05/2010</td></tr></tbody></table>		Name	Execution Date	Elin Pedersen	02/05/2010	Karl A. Gyllstrom	02/12/2010	Shengyin Gu	02/05/2010	Peter Jin Hong	02/05/2010
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RECEIVING PARTY DATA											
<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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PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12701444</td></tr></tbody></table>		Property Type	Number	Application Number:	12701444						
Property Type	Number										
Application Number:	12701444										
CORRESPONDENCE DATA											
Fax Number: (877)769-7945 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: (650) 839-5070											
Email: brasil@fr.com											
Correspondent Name: Xin Ma											
Address Line 1: FISH & RICHARDSON P.C.											
Address Line 2: P.O.BOX 1022											
Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022											
ATTORNEY DOCKET NUMBER:	16113-1996001										
NAME OF SUBMITTER:	Carlos A. Brasil										
Total Attachments: 12											

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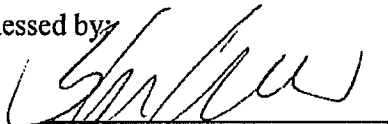
ASSIGNMENT

For valuable consideration, we, ELIN PEDERSEN of 35 Golden Oak Drive, Portola Valley, CA 94028, KARL A. GYLLSTROM of 612 Hillsborough Street, Apt. 4, Chapel Hill, NC 27514, SHENGYIN GU of 246 Twinlake Drive, Sunnyvale, CA 94089, PETER JIN HONG of 1800 Bryant Street, Unit 301, San Francisco, CA 94110, 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 GENERATING ACTION TRAILS FROM WEB HISTORY, filed 02/05/2010, and assigned U.S. Serial Number 12/701,444, 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.



ELIN PEDERSEN

Witnessed by:



Signature

SHELTON MAR.

Typed or Printed Name

9 PARK MANOR DRIVE  
DAY CITY CA 94015.

Witness Address

Date: 02/05/2010

KARL A. GYLLSTROM

Witnessed by:

Signature

Date:

Typed or Printed Name

Witness Address

\_\_\_\_\_  
SHENGYIN GU

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

\_\_\_\_\_  
PETER JIN HONG

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

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\_\_\_\_\_  
ELIN PEDERSEN

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

Karl Gyllstrom  
KARL A. GYLLSTROM

Witnessed by:

Koen Deschacht  
Signature

Date: 12-02-2010

KOEN DESCHACHT  
Typed or Printed Name

DIESTSE STRAAT 14/5  
3000 LEUVEN  
Witness Address

\_\_\_\_\_  
SHENGYIN GU

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

\_\_\_\_\_  
PETER JIN HONG

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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ELIN PEDERSEN

Witnessed by:

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Signature

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

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Typed or Printed Name

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Witness Address

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KARL A. GYLLSTROM

Witnessed by:

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Signature

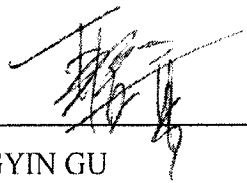
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Typed or Printed Name

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Witness Address

  
\_\_\_\_\_  
SHENGYIN GU

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 2/5/2010

Annamaria Bionta  
\_\_\_\_\_  
Typed or Printed Name

837 Oak Ave.  
Davis CA 95616  
\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
PETER JIN HONG

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

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ELIN PEDERSEN

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

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KARL A. GYLLSTROM

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

\_\_\_\_\_  
SHENGYIN GU

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

  
\_\_\_\_\_  
PETER JIN HONG

Witnessed by:

  
Signature

Date: 02/05/2010

Jeffrey K. Czyz  
Typed or Printed Name

1600 Amphitheatre Pkwy  
Mountain View, CA 94043  
Witness Address

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