

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Jim Kelm	09/14/2010
Alex Gawley	09/07/2010
Yelena Nakhimovsky	09/07/2010
Jonathan Yu	09/07/2010

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:	12883479

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	G164 1010.1
NAME OF SUBMITTER:	Hean L. Koo

Total Attachments: 5
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PATENT AND INVENTION ASSIGNMENT

WHEREAS, the undersigned:

Jim Kelm, a citizen of the United States of America, residing at
110 Plum Court, Mountain View, California 94043;

Alex Gawley, a citizen of the United Kingdom, residing at
960 N. California Avenue, Palo Alto, California 94303;

Yelena Nakhimovsky, a citizen of the United States of America, residing at YN
~~228 Broderick Street, San Francisco, California 94117~~; and *42 Collingwood St,*

Jonathan Yu, a citizen of the United States of America, residing at
51 Rosemont Place, San Francisco, California 94103

*San Francisco, California
94114*

(hereinafter referred to as "**Assignors**") have invented certain inventions and improvements disclosed in a non-provisional application for Letters Patent entitled "**System and Method for Determining an Interest in Promotional Content Displayed at a Mobile Communication Device,**" which application is being filed concurrently herewith;

WHEREAS, it is agreed that **GOOGLE INC.**, having its principal place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043, is entitled to or is desirous of acquiring all right, title and interest related to the same;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Assignors**, by these presents, do sell, assign and transfer unto **GOOGLE INC.** the full, exclusive and entire right, title and interest: (i) in and to all inventions and improvements disclosed and described in said application, (ii) in and to said application, (iii) in and to all divisional, continuation, and continuation-in-part applications describing in whole or in part the said inventions and improvements, preparatory to obtaining Patents of the United States therefor, (iv) in and to all patents of the United States which may be granted on the foregoing and all reissues and extensions thereof, (v) in and to any provisional patent applications filed in the United States describing in whole or in part the said inventions and improvements, from which priority may be claimed under Title 35 of the United States Code, and (vi) in and to the right to claim any applicable foreign and domestic priority rights arising from any of the afore-mentioned patent applications;

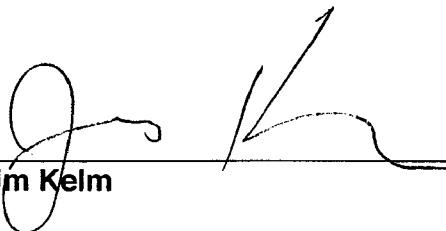
and **Assignors** hereby request the Commissioner of Patents to issue any and all Patents of the United States resulting from said application, or from a division, continuation, continuation-in-part, or reissue thereof, to **GOOGLE INC.** as Assignee, for its interest and for the sole use of **GOOGLE INC.** and its assigns and legal representatives;

For the same consideration, **Assignors**, by these presents, do sell, assign and transfer to **GOOGLE INC.** the full, exclusive and entire right, title and interest: in and to any and all applications for industrial property protection, including without limitation, all applications for patents, utility models, inventor certificates and designs, (the "Foreign Applications") filed or which are hereafter filed in countries foreign to the United States and describing in whole or in part the said inventions and improvements, in and to any Patents and similar protective rights granted on said Foreign Applications, and in and to the right to file such applications and the right to claim any applicable priority rights arising from or required for said Foreign Applications under the terms of any applicable conventions, treaties, statutes, or regulations; said Foreign Applications to be filed and issued in the name of **GOOGLE INC.** or its respective designees, insofar as permitted by applicable law;

AND, for the same consideration, **Assignors** agree to communicate to the said **GOOGLE INC.**, its successors, legal representatives and assigns, any facts known to **Assignors** respecting said invention, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and other applications, make all assignments and rightful oaths, and generally do everything possible to aid **GOOGLE INC.**, its successors, assigns, and nominees, to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world; and


Assignors covenant with Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned.

14 Sept 2010
Date



Jim Keim

9/7/2010
Date


Alex Gawley

Date

Yelena Nakhimovsky

Date

Jonathan Yu

Date

Sept 7, 2010

Date

Alex Gawley

Yelena Nakhimovskiy

Yelena Nakhimovsky

Date

Jonathan Yu

Date

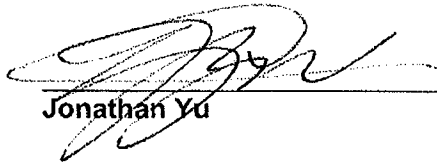
Alex Gawley

Date

Yelena Nakhimovsky

Sep 7, 2010

Date



Jonathan Yu