

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>Mohammed Waleed Kadous</td><td>10/04/2010</td></tr><tr><td>Andrew Lookingbill</td><td>10/04/2010</td></tr><tr><td>Joakim Kristian Olle Arfvidsson</td><td>10/04/2010</td></tr></tbody></table>		Name	Execution Date	Mohammed Waleed Kadous	10/04/2010	Andrew Lookingbill	10/04/2010	Joakim Kristian Olle Arfvidsson	10/04/2010		
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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, Bldg. 41</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, Bldg. 41	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>12898618</td></tr></tbody></table>		Property Type	Number	Application Number:	12898618						
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Application Number:	12898618										
CORRESPONDENCE DATA											
Fax Number: (650)938-5200 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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NAME OF SUBMITTER:	Robert Sachs										
Total Attachments: 3 source=16599_Assignment#page1.tif source=16599_Assignment#page2.tif											

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PATENT
REEL: 025099 FRAME: 0525

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, CA 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 following 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 ("APPLICATION"):

- Application No. 12/898,618, entitled
"Visualization of Traffic Patterns Using GPS Data," filed on
October 5, 2010

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.

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

Title: Visualization of Traffic Patterns Using GPS Data
Filed: October 5, 2010
Application No.: 12/898,618

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

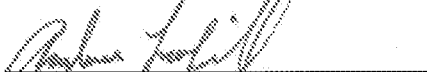


Mohammed Waleed Kadous

Date of Signature

October 4, 2010

Name and Signature



Andrew Lookingbill

Date of Signature

October 4th, 2010

Name and Signature



Joakim Kristian Olle Arfvidsson

Date of Signature

, 2010

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Mohammed Waleed Kadous

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Andrew Lookingbill

, 2010

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Date of Signature



10/4 2010, 2010

Joakim Kristian Olle Arfvidsson