

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ravi Jain	09/09/2010
Yelena Nakhimovsky	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:	12881689
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(512) 226-8150
Email:	apsi@fr.com
Correspondent Name:	Matthew E. Browning
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	16113-2054001
NAME OF SUBMITTER:	Wanda Kellar
<p>Total Attachments: 4</p> <p>source=11128140-16113-2054001-Assign#page1.tif</p> <p>source=11128140-16113-2054001-Assign#page2.tif</p>	

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ASSIGNMENT

For valuable consideration, I/we,

RAVI JAIN of 1862 Edgewood Drive, Palo Alto, CA 94303,

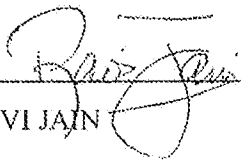
YELENA NAKHIMOVSKY of 42 Collingwood Street, San Francisco, CA 94114,

hereby assign to:

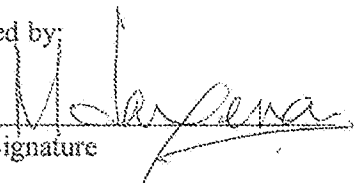
Google Inc., a corporation of the State of Delaware, having a place of business at:

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 me./us, entitled REGIONAL LOCATION-BASED ADVERTISING, filed 9/14/2010, and assigned U.S. Serial Number 12/881,689, and I/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 I/we authorize the Assignee to apply in all countries in my/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 I/we agree for me/ourselves and my/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.


RAVI JAIN

Witnessed by:


Signature

Date: 9/9/10

MEERA SAXENA
Typed or Printed Name

1862 EDGEMOOD DR
PALO ALTO CA 94303
Witness Address

YELENA NAKHIMOVSKY

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

11101422

ASSIGNMENT

For valuable consideration, I/we ,

RAVI JAIN of 1862 Edgewood Drive, Palo Alto, CA 94303,

YELENA NAKHIMOVSKY of 42 Collingwood Street, San Francisco, CA 94114,

hereby assign to:

Google Inc., a corporation of the State 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 me./us, entitled REGIONAL LOCATION-BASED ADVERTISING, filed 9/14/2010, and assigned U.S. Serial Number 12/881,689, and I/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 I/we authorize the Assignee to apply in all countries in my/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 I/we agree for me/ourselves and my/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.

RAVI JAIN

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

Yelena Nakhimovsky
YELENA NAKHIMOVSKY

Witnessed by:

[Signature]
Signature

Date: Sept 7, 2010

JADA CIGATTI
Typed or Printed Name

501 DELAUNAY ST APT 416
SAN FRANCISCO CA 94107
Witness Address

11101422

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