

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Itzik Stauber	11/18/2010
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:	12949543
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	sjohnson@fr.com
Correspondent Name:	Fish & Richardson P.C.
Address Line 1:	P.O. Box 1022
Address Line 4:	Minneapolis, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	16113-2432001
NAME OF SUBMITTER:	Susan C. Johnson
Total Attachments: 2 source=16113-2432001_Assignment#page1.tif source=16113-2432001_Assignment#page2.tif	

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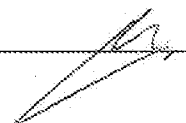
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
ASSIGNMENT

For valuable consideration, I, ITZIK STAUBER of 39 Borochoy Street, Ra'annana 43434, Israel, 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 me, entitled ANALYSIS OF INTERACTIVE MAP USAGE PATTERNS, filed _____, and assigned U.S. Serial Number _____, and I 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 authorize the Assignee to apply in all countries in my 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 agree for me and my 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.

ITZIK STAUBER



Witnessed by:

Signature 

Date: 18/11/10

GUY TAVOR
Typed or Printed Name

SHMUEL AVIZR 10/2
TEL-AVIV
Witness Address