

Form PTO-1595 (Rev. 09/04)
OMB No. 0611-0027 (exp. 6/30/2006)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

DIEGO A. GERTZENSTEIN (01/13/2011),
PAUL EASTLUND (01/14/2011), AND
ELIZABETH HAMON REID (01/14/2011)

Execution Date(s): in parentheses after inventor name

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of Conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Government Interest Assignment
☐ Executive Order 9424. Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: GOOGLE INC.

Internal Address: _____

Street Address: _____

1600 AMPHITHEATRE PARKWAY

City: MOUNTAIN VIEW

State: CALIFORNIA

Country: United States of America Zip: 94043

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

A. Patent Application No.(s)

13/010,213

☐ This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Joshua E. Garfield
LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP

Internal Address: Atty. Dkt.: GOOGLE 3.0-222

Street Address: 600 South Avenue West

City: Westfield

State: NJ Zip: 07090

Phone Number: (908) 654-5000

Fax Number: (908) 654-0415

Email Address: jgarfield@ldlkm.com

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

☐ Authorized to be charged by credit card

☒ Authorized to be charged to deposit account

☐ Enclosed

☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 12-1095
Authorized User Name Joshua E. Garfield

9. Signature:

Joshua E. Garfield
Signature

January 21, 2011
Date

Joshua E. Garfield - 58,416
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

4

ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) GOOGLE 3.0-222
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WHEREAS, I, Diego A. Gertzenstein of 955 Concord Rd.; Sudbury, Massachusetts 01776, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "IDENTIFYING POTENTIALLY SUSPICIOUS BUSINESS LISTINGS FOR MODERATION" (hereafter "Patent Application"),

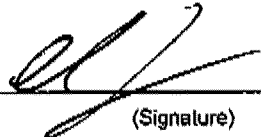
☐ WHEREAS (if the left box is checked), the Patent Application was filed with the U.S. Patent and Trademark Office on _____, Application Number _____, and


☒ WHEREAS (if the left box is checked), the Patent Application names the following inventors:
Elizabeth Harmon Reid, Paul Eastlund, and Diego A. Gertzenstein (and whereas I hereby authorize Lerner, David, Littenberg, Krumholz & Mentlik, LLP, to insert in here in brackets [Application No. 13/010,213, filed on 1-20-11]
 the application number and filing date of the application when known), and

WHEREAS, Google Inc., incorporated or otherwise formed in Delaware and having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043 (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same;

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee my entire right, title and interest in and to the Assigned Applications in the United States of America and all other countries, where "Assigned Applications" means the Patent Application, including any and all inventions, discoveries and other subject matter described therein, any divisional, continuation, continuation-in-part, substitute, reissue, re-examination or other application claiming priority or benefit to the Patent Application pursuant to any law or treaty, and any patent issuing from the foregoing. I agree to assign, and hereby do assign, to assignee the right to claim such priority or benefit. I have not previously conveyed, nor am I aware of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby authorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to assignee all patents resulting from the Assigned Applications and to record assignee's ownership thereof. At assignee's reasonable request I agree, without further remuneration, to execute and deliver documents prepared at assignee's expense and to provide other cooperation, such as testimony, as may be reasonably required to evidence or protect assignee's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights set forth herein in its sole discretion. I agree that the assignee may affix its signature to this document as well as any other indicia of its acceptance of the provisions hereof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent permissible by law and the offending portions thereof shall be deemed replaced, to the extent possible, with a provision most closely reflecting the purpose of the offending provision.

1/13/2011
 (Date)


 (Signature)


 Signature of Witness
FRANIS E MARINO
 Printed Name of Witness

ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) GOOGLE 3.0-222
<p>WHEREAS, I, <u>Paul Eastlund of 411 English Place, Mahanock, New York 10543</u>, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "IDENTIFYING POTENTIALLY SUSPICIOUS BUSINESS LISTINGS FOR MODERATION" (hereafter "Patent Application"),</p>	
<p><input type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application was filed with the U.S. Patent and Trademark Office on _____ Application Number _____, and</p>	
<p><input checked="" type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application names the following inventors: <u>Elizabeth Hamon Reid, Paul Eastlund, and Diego A. Gertzenstein</u> (and whereas I hereby authorize Lerner, David, Litenberg, Krumholz & Menik, LLP, to insert in here in brackets [Application No. <u>13/010,213</u>, filed on <u>1-20-11</u>] the application number and filing date of the application when known), and</p>	
<p>WHEREAS, <u>Google Inc.</u>, incorporated or otherwise formed in <u>Delaware</u> and having a place of business at <u>1600 Amphitheatre Parkway, Mountain View, California 94043</u> (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same;</p>	
<p>NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee my entire right, title and interest in and to the Assigned Applications in the United States of America and all other countries, where "Assigned Applications" means the Patent Application, including any and all inventions, discoveries and other subject matter described therein, any divisional, continuation, continuation-in-part, substitute, reissue, re-examination or other application claiming priority or benefit to the Patent Application pursuant to any law or treaty, and any patent issuing from the foregoing. I agree to assign, and hereby do assign, to assignee the right to claim such priority or benefit. I have not previously conveyed, nor am I aware of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby authorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to assignee all patents resulting from the Assigned Applications and to record assignee's ownership thereof. At assignee's reasonable request I agree, without further remuneration, to execute and deliver documents prepared at assignee's expense and to provide other cooperation, such as testimony, as may be reasonably required to evidence or protect assignee's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights set forth herein in its sole discretion. I agree that the assignee may affix its signature to this document as well as any other indicia of its acceptance of the provisions hereof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent permissible by law and the offending portions thereof shall be deemed replaced, to the extent possible, with a provision most closely reflecting the purpose of the offending provision.</p>	
<p><u>1/14/2011</u> (Date)</p>	<p><u>Paul Eastlund</u> (Signature)</p>
<p><u>Todd Gardner</u> Signature of Witness <u>Todd Gardner</u> Printed Name of Witness</p>	

ASSIGNMENT OF PATENT APPLICATION

Docket Number (Optional)

GOOGLE 3.0-222

WHEREAS, I, Elizabeth Hamon Reid of 6208 Riverside Station Blvd., Secaucus, New Jersey 07084, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "IDENTIFYING POTENTIALLY SUSPICIOUS BUSINESS LISTINGS FOR MODERATION" (hereafter "Patent Application").

☐ WHEREAS (if the left box is checked), the Patent Application was filed with the U.S. Patent and Trademark Office on _____, Application Number _____, and

☒ WHEREAS (if the left box is checked), the Patent Application names the following inventors: Elizabeth Hamon Reid, Paul Eastlund, and Diego A. Gertzenstein (and whereas I hereby authorize Lerner, David, Litteberg, Krumholz & Menlik, LLP, to insert in here in brackets [Application No. 13/010,213, filed on 1-20-11] the application number and filing date of the application when known), and

WHEREAS, Google Inc., incorporated or otherwise formed in Delaware and having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043 (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same;

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee my entire right, title and interest in and to the Assigned Applications in the United States of America and all other countries, where "Assigned Applications" means the Patent Application, including any and all inventions, discoveries and other subject matter described therein, any divisional, continuation, continuation-in-part, substitute, reissue, re-examination or other application claiming priority or benefit to the Patent Application pursuant to any law or treaty, and any patent issuing from the foregoing. I agree to assign, and hereby do assign, to assignee the right to claim such priority or benefit. I have not previously conveyed, nor am I aware of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby authorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to assignee all patents resulting from the Assigned Applications and to record assignee's ownership thereof. At assignee's reasonable request I agree, without further remuneration, to execute and deliver documents prepared at assignee's expense and to provide other cooperation, such as testimony, as may be reasonably required to evidence or protect assignee's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights set forth herein in its sole discretion. I agree that the assignee may affix its signature to this document as well as any other indicia of its acceptance of the provisions hereof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent permissible by law and the offending portions thereof shall be deemed replaced, to the extent possible, with a provision most closely reflecting the purpose of the offending provision.

1/14/2011

(Date)

Elizabeth Reid

(Signature)

Todd Gardner

Signature of Witness

Todd Gardner

Printed Name of Witness