TI PTO-1595 (Rev. 09/ 04)	U.S DEPARTMENT OF COMMERCE United States Patent and Trademark Office
8 No. 068-1-0027 (exp. 6/30/2005) RECORDATION FOR	
PATENTS	
To the Director of the U.S. Patent and Trademark Office: Please	record the attached documents or the new address(es) below.
Name of conveying party(les)/Execution Date(s):	2. Name and address of receiving party(ies)
DIEG() A. GERTZENSTEIN (01/13/2011), PAUL EASTLUND (01/14/2011), AND ELIZABETH HAMON REID (01/14/2011)	Name: GOOGLE INC.
Execution Date(s): in parentheses after inventor name Additional name(s) of conveying party(les) attached? Yes X No 3. Nature of Conveyance: X Assignment	Street Address: 1600 AMPHITHEATRE PARKWAY City: MOUNTAIN VIEW State: CALIFORNIA Country: United States of America Zip: 94043 Additional name(s) & address(es) Yes X No attached:
4. Application or patent number(s): A. Patent Application No.(s) 13/010,213 Additional numbers attached.	
5. Name and address to whom correspondence concerning document should be mailed: Name: Joshua E. Garfield	patents involved:
LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP Internal Address: Atty. Dkt.: GOOGLE 3.0-222	7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00 Authorized to be charged by credit card
Street Address: 600 South Avenue West	Authorized to be charged to deposit account Enclosed None required (government interest not affecting till
City: Westfield State NJ Zlp: 07090 Phone Number: (908) 654-5000 Fax Number: (908) 654-0415 Email Address: jgarfield@ldlkm.com	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:	January 21, 2011 Date
Joshua E. Garfield - 58,416 Name of Person Signing	Total number of pages including cover sheet, attachments, and documents:

1332947 Ldoe

PATENT REEL: 025689 FRAME: 0467 LDLKM

Docket Number (Optional) ASSIGNMENT OF PATENT APPLICATION GOOGLE 3.0-222 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 "IDENT IFYING 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 _____ 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 Lemer, 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, <u>Google Inc.</u>, incorporated or otherwise formed in <u>Delaware</u> and having a place of business at <u>1600</u> <u>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; 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. Petent 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. Assignce 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. (Signature) Signature of Witness TRALIC F Printed Name of Witness

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	Docket Number (Optional)
ASSIGNMENT OF PATENT APPLICATION	GOOGLE 3.0-222
WHEREAS, I, <u>Paul Eastlund</u> of <u>411 English Place; Mamaronect</u> inventions or discoveries, the subject matter of which is described in the POTENTIALLY SUSPICIOUS BUSINESS LISTINGS FOR MODERATION	
WHEREAS (If the left box is checked), the Palant Application w. Trademark Office on Application Number	as filed with the U.S. Patent and , and
WHEREAS (if the left box is checked), the Patent Application of Elizabeth Hamon Reid, Paul Eastlund, and Diego A. Gertzenstein (and who Krumholz & Mentix, LLP, to insert in here in brackets [Application No. 13 the application number and filing date of the application when Known), and	/010,213 , filed on 1-20-11
WHEREAS, Google Inc., Incorporated or otherwise formed in <u>Q</u> <u>Amphilheatre Parkway: Mountain View, California, S4043</u> (hereafter, the acquired and is desirous of memorializing its acquisition further herein, the	e entire right, title and interest in same;
NOW, THEREFORE, for good and valuable consideration their as follows. I agree to easign, and hereby do assign, to the assignee my a Assigned Applications in the United States of America and all other countricated Application, including any and all inventions, discoveries and other continuation, continuation-in-part, substitute, reissue, re-examination or of Patent Application pursuant to any law or treaty, and any patent issuing of do assign, to easignee the right to takim such priority or benefit. I have no obligation to convey, my rights in the Assigned Applications to a third partire framework. Office, and any other governmental agency in the world, to is Assigned Applications and to record assignee's ownership thereof. At assigned Applications and to record assignee's ownership thereof. At assigned Applications are to record assignee's ownership thereof. At assigned Application, to execute and deliver documents prepared at assigner as testimony, as may be reasonably required to evidence or protect Assignee may assign or transfer all or part of its rights set forth herein in affix its signature to this document as well as any other indicated its accomplished in the provision shall remain to offending portions thereof shall be deemed replaced, to the extent possitions thereof shall be deemed replaced, to the extent possitions of the offending provision.	eceipt of which is hereby acknowledged. I agree entire right, title and interest in and to the titles, where "Assigned Applications" means the resulted resulted therein, any divisional, there application daiming priority or benefit to the right to the foregoing. I agree to assign, and hereby of previously conveyed, nor am I aware of an ty. I hereby authorize the U.S. Patent and side to assignee all patents resulting from the assignee's reasonable request I agree, without gnee's expense and to provide other cooperation, I assignee's rights in the Assigned Applications. Its sole discretion: I agree that the assignee may applied the provisions hereof. If any provision the title interest incoming the provision of the provision to the provision of t
1/14/2011 (Dale)	(Signature)
Signature of Witness Todd (-u-) or Printed Name of Witness	
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	Docket Number (Optional)
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ASSIGNMENT OF PATENT APPLICATION	GOOGLE 3.0-222
WHEREAS, I, <u>Elizabeth Hamon Reid</u> of <u>6208 Riverside Station</u> invented or discovered inventions or discoveries, the subject matter of windown interpring POTENTIALLY SUSPICIOUS BUSINESS LISTINGS FO	rich is described in the patent application entitled
WHEREAS (if the left box is checked), the Patent Application was Trademark Office on	as filed with the U.S. Patent and
$ \begin{array}{c c} \hline X & \text{WHEREAS (if the left box is checked), the Patent Application n } \\ \hline \underline{\text{Elizateth Hamon Reid, Paul Easthund, and Diego A. Gertzenstein}} \ \ \text{(and whom the left box is seen in here in brackets [Application No. \underline{13} in the application number and filing date of the application when known), and \hline \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \$	in reas I hereby authorize Lerner. David, Littenberg, 7010, 213 filed on1-20-11
WHEREAS, Google Inc., incorporated or otherwise formed in L Amphitheetre Parkway: Mountain View, California 94043 (hereafter, the acquired and is desirous of memorializing its acquisition further herein, it	"assignee") is desirous of acquining, of has
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