

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Per R. Anderson	01/27/2011
Diane Lambert	03/25/2011
Daniel J. Zigmond	03/29/2010
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:	13077493
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(404) 892-5005
Email:	bell@fr.com
Correspondent Name:	Paul E. Franz
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	16113-2551001
NAME OF SUBMITTER:	Kathy J. Bell
Total Attachments: 9 source=16113_2551001#page1.tif	

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PATENT
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ASSIGNMENT

For valuable consideration, we, PER R. ANDERSON of 3334 E. Coast Highway, Apt. 333, Corona Del Mar, CA 92625, DIANE LAMBERT of 15 Upper Drive, Berkeley Heights, NJ 07922, DANIEL J. ZIGMOND of 320 McKendry Dr., Menlo Park, CA 94025, 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 us, entitled ESTIMATING DEMOGRAPHIC COMPOSITIONS OF TELEVISION AUDIENCES FROM AUDIENCE SIMILARITIES, filed March 31, 2011, and assigned U.S. Serial Number 13/077,493, and U.S. Provisional Application entitled Estimating Demographic Compositions Of Television Audiences From Audience Similarities, filed December 13, 2010, and assigned U.S. Provisional No. 61/422,576, and 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 we authorize the Assignee to apply in all countries in 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 we agree for ourselves and 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.



PER R. ANDERSON

Witnessed by:

Robert Murray
Signature

Date: 1-27-11

ROBERT MURRAY
Typed or Printed Name

19540 JAMBOREE
IRVINE, CA 92612
Witness Address

DIANE LAMBERT

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

DANIEL J. ZIGMOND

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

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ASSIGNMENT

For valuable consideration, we, PER R. ANDERSON of 3334 E. Coast Highway, Apt. 333, Corona Del Mar, CA 92625, DIANE LAMBERT of 15 Upper Drive, Berkeley Heights, NJ 07922, DANIEL J. ZIGMOND of 320 McKendry Dr., Menlo Park, CA 94025, 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 us, entitled ESTIMATING DEMOGRAPHIC COMPOSITIONS OF TELEVISION AUDIENCES FROM AUDIENCE SIMILARITIES, filed March 31, 2011, and assigned U.S. Serial Number 13/077,493, and U.S. Provisional Application entitled Estimating Demographic Compositions Of Television Audiences From Audience Similarities, filed December 13, 2010, and assigned U.S. Provisional No. 61/422,576, and 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 we authorize the Assignee to apply in all countries in 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 we agree for ourselves and 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.

PER R. ANDERSON

Witnessed by:

Date: _____

Signature

Typed or Printed Name

Witness Address

Di Lambert
DIANE LAMBERT

Witnessed by:

Date: 3-25-2011

Samantha Cook
Signature

Samantha Cook
Typed or Printed Name

367 S 5th St #3E
Brooklyn NY 11211
Witness Address

DANIEL J. ZIGMOND

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

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ASSIGNMENT

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PER R. ANDERSON

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

DIANE LAMBERT

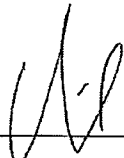
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Signature

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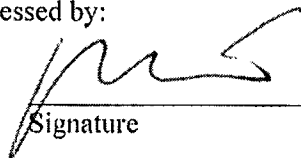
Typed or Printed Name

Witness Address



DANIEL J. ZIGMOND

Witnessed by:



Signature

Heng Liu
Typed or Printed Name

1082 Avondale St
San Jose, CA 95129
Witness Address

Date: 3/29/2010

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