

PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Andrew Tomkins	03/22/2011
Sangsoo Sung	03/22/2011
Justin Kosslyn	03/22/2011
Todd Jackson	03/22/2011
Andre Rohe	03/23/2011
Ya Luo	03/22/2011
Andrew Bunner	03/22/2011
Sasha Sobol	03/22/2011
Luca de Alfaro	03/23/2011
Dandapani Sivakumar	03/29/2011

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:	13098132

CORRESPONDENCE DATA

Fax Number: (801)355-0160

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 801-258-9824

Email: eruzich@patentlawworks.net

Correspondent Name: Elizabeth D. Ruzich

Address Line 1: 165 South Main Street, Second Floor

501517021

PATENT  
REEL: 026205 FRAME: 0735

OP \$40.00 13098132

Address Line 4: Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER:

10029-02900

NAME OF SUBMITTER:

Elizabeth D. Ruzich

Total Attachments: 4

source=02900 US 2011-04-29 - Assignment#page1.tif

source=02900 US 2011-04-29 - Assignment#page2.tif

source=02900 US 2011-04-29 - Assignment#page3.tif

source=02900 US 2011-04-29 - Assignment#page4.tif

## ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Google Inc., a Delaware corporation, having a place of business at 1600 Amphitheatre Parkway, Mountain View, CA 94043 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **SCORING STREAM ITEMS WITH MODELS BASED ON USER INTERESTS** ("APPLICATION"), which:

☒ having a filing date of April 29, 2011, and bearing U.S. application serial number 13/098,132.

☒ The APPLICATION claims priority from a provisional application, filed on December 18, 2010, now bearing U.S. application serial number 61/424,636.

2. The entire worldwide right, title, and interest in and to:  
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

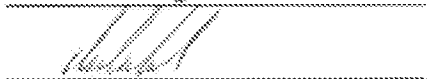
INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not

Title: SCORING STREAM ITEMS WITH MODELS BASED ON USER INTERESTS  
Filed: April 29, 2011  
Application No.: 13/098,132

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature



Andrew Tomkins

Date of Signature

Mar 22, 2011

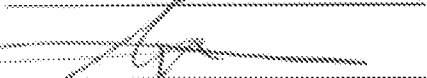
Name and Signature



Dandapani Sivakumar

Date of Signature

Name and Signature



Sangsoo Sung

Date of Signature

03 / 22 / 2011

Name and Signature

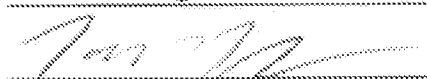


Justin Kosslyn

Date of Signature

3/22/2011

Name and Signature



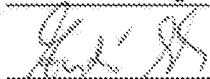
Todd Jackson

Date of Signature

3/22/11

Title: SCORING STREAM ITEMS WITH MODELS BASED ON USER INTERESTS  
Filed: April 29, 2011  
Application No.: 13/098,132

Name and Signature



Andre Rohe

Date of Signature

3/23/11

Name and Signature

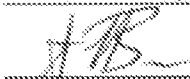


Ya Luo

Date of Signature

03/22/11

Name and Signature

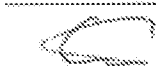


Andrew Bunner

Date of Signature

3/22/11

Name and Signature

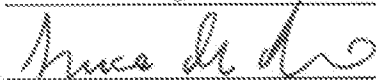


Sasha Sobol

Date of Signature

03/22/11

Name and Signature



Luca de Alfaro

Date of Signature

3/23/11

Title: SCORING STREAM ITEMS WITH MODELS BASED ON USER INTERESTS  
Filed: April 29, 2011  
Application No.: 13/098,132

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature

Date of Signature

Andrew Tomkins

Name and Signature

Date of Signature



3/29/2011

Dandapani Sivakumar

Name and Signature

Date of Signature

Sangsoo Sung

Name and Signature

Date of Signature

Justin Kosslyn

Name and Signature

Date of Signature

Todd Jackson