

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Zihui Chen	04/25/2011
Varun Kacholia	05/09/2011
Hao Zhang	04/29/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Google Inc.
<b>Street Address:</b>	1600 Amphitheatre Parkway
<b>City:</b>	Mountain View
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94043
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13106467
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
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<b>Phone:</b>	(617) 956-5915
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<b>Correspondent Name:</b>	Austin Kim
<b>Address Line 1:</b>	FISH & RICHARDSON P.C.
<b>Address Line 2:</b>	P.O.BOX 1022
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55440-1022
<b>ATTORNEY DOCKET NUMBER:</b>	16113-2484002
<b>NAME OF SUBMITTER:</b>	Nancy Bechet

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Total Attachments: 6  
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**PATENT**  
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ASSIGNMENT

For valuable consideration, we, ZHIHUI CHEN of 1048 Menlo Oaks Drive Menlo Park, CA 94025; VARUN KACHOLIA of 1356 Norman Drive, Sunnyvale, CA 94087, and HAO ZHANG of 16F, Raffles City, No.268 Xizang Zhong Road, Huangpu District Shanghai, 200001, China, 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 MEASURING VIDEO CONTENT OF WEB DOMAINS, filed May 12, 2011, and assigned U.S. Serial Number 13/106,467, 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.

Zhihui Chen  
ZHIHUI CHEN

Witnessed by:

Nitin Jindal  
Signature

Date: 4/25/11

NITIN JINDAL  
Typed or Printed Name

1600 Amphitheatre Pkwy.  
Mountain View, CA 94035  
Witness Address

Varun Kacholia  
VARUN KACHOLIA

Witnessed by:

Nitin Jindal  
Signature

Date: 5/9/11

NITIN JINDAL  
Typed or Printed Name

1600 Amphitheatre Pkwy  
Mountain View CA 94035  
Witness Address

\_\_\_\_\_  
HAO ZHANG

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

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ASSIGNMENT

For valuable consideration, we, ZHIHUI CHEN of 1048 Menlo Oaks Drive Menlo Park, CA 94025; VARUN KACHOLIA of 1356 Norman Drive, Sunnyvale, CA 94087, and HAO ZHANG of 16F, Raffles City, No.268 Xizang Zhong Road, Huangpu District Shanghai, 200001, China, 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 MEASURING VIDEO CONTENT OF WEB DOMAINS, filed May 12, 2011, and assigned U.S. Serial Number 13/106,467, 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.

\_\_\_\_\_  
ZHIHUI CHEN

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
VARUN KACHOLIA

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

Hao Zhang  
HAO ZHANG

Witnessed by:

Cheng Zhu  
Signature

Date: Apr 29, 2011

CHENG ZHU  
Typed or Printed Name

16F, Raffles City, No. 268 Xizang Zhong Road,  
Huangpu District Shanghai, 200001, China.  
Witness Address

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