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Atty. Docket No.: **Google-40APP (GP-092-00-US)**

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
**Salar Arta KAMANGAR, Alan LOUIE,
Nathan STOLL, Susan WOJCICKI**

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Dates: **July 19, 2004 and May 16, 2011**

2. Name and address of receiving party(ies):
Name: **Google Inc.**
Street Address: **1600 Amphitheatre Parkway**
City: **Mountain View** State: **CA** ZIP: **94043**

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

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s) **10/795,807** B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **John C. Pokotylo, Esq.
STRAUB & POKOTYLO
Customer No. 26479**

Internal Address: _____
Street Address: **788 Shrewsbury Ave.**
City: **Tinton Falls** State: **NJ** ZIP: **07724**

6. Total number of applications and patents involved: **1**

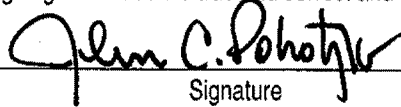
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 Any fees required are authorized to be charged to the deposit account listed below.

8. Deposit account number:
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9. Statement and signature
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document

John C. Pokotylo  **May 19, 2011**
Name of Person Signing Signature Date

Total number of pages comprising cover sheet plus assignment: **15**

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CH \$40.00 501049 10795807

Atty. Doc. No.: Google-40APP (GP-092-00-US)

ASSIGNMENT

WHEREAS, we, **Salar Arta KAMANGAR**, ASSIGNOR

a citizen of the **USA**, reachable by mail at **1600 Amphitheatre Parkway, Mountain View, CA 94043;**

Alan LOUIE, ASSIGNOR

a citizen of the **USA**, residing at **580 University Terrace, Los Altos, CA 94022;**

Nathan STOLL, ASSIGNOR

a citizen of the **USA**, residing at **788 Harrison, Apt. # 501, San Francisco, CA 94107;** and

Susan WOJCICKI, ASSIGNOR

a citizen of the **USA**, reachable by mail at **P.O. Box 1936, Los Altos CA 94023;**

are the inventors of the invention in:

**ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER
COMPETITION**

for which an application for a Patent of the United States

was filed on **March 8, 2004**, as application serial number **10/795,807**, or

is filed herewith;

and WHEREAS, **Google Inc.**, a corporation of the State of **Delaware**, having a place of business at **1600 Amphitheatre Parkway, Building 41, Mountain View, CA 94043**, ASSIGNEE

is desirous of obtaining the entire right, title and interest in, to and under the invention and the application;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, WE, the ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention, and the United States application and all divisions, renewals and continuations (including all continuation-in-part applications) thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention or claim the benefit of the application or any right of priority to the application, in any and all countries including any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will

communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

The undersigned hereby grant(s) the law firm of Straub & Pokotylo the power to insert on this Assignment any further identification, including the application serial number, which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 2011.

Salar Arta Kamangar, Assignor

WITNESSED BY:

Name

Address

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 2011.

Alan Louie, Assignor

WITNESSED BY:

Name

Address

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 2011.

Nathan Stoll, Assignor

WITNESSED BY:

Name

Address

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this

16th day of May, 2011.


Susan Wojcicki, Assignor

WITNESSED BY: MONICA GNANADEV

Name 

Address 1600 AMPHITHEATER PARKWAY
MOUNTAIN VIEW
CA, 94043

Atty. Doc. No.: Google-40APP (GP-092-00-US)

ASSIGNMENT

WHEREAS, we, **Salar Arta KAMANGAR**, ASSIGNOR

a citizen of the **USA**, residing at **222 Palo Alto Ave., Apt. # 104, Palo Alto, CA 94301;**

Alan LOUIE, ASSIGNOR

a citizen of the **USA**, residing at **580 University Terrace, Los Altos, CA 94022;**

Nathan STOLL, ASSIGNOR

a citizen of the **USA**, residing at **1501 Oak St, San Francisco, CA 94117;** and

Susan Wojcicki, ASSIGNOR

a citizen of the **USA**, residing at **1600 Amphitheatre Pkwy, Mountain View, CA 94043;**

are the inventors of the invention in:

**ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER
COMPETITION**

for which an application for a Patent of the United States

was filed on March 8, 2004, as application serial number 10/795,807, or

is filed herewith;

and WHEREAS, **Google, Inc.**, a corporation of the State of **Delaware**, having a place of business at **1600 Amphitheatre Parkway, Building 41, Mountain View, CA 94043**, ASSIGNEE

is desirous of obtaining the entire right, title and interest in, to and under the invention and the application;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, WE, the ASSIGNORS,

have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention, and the United States application and all divisions, renewals and continuations (including all continuation-in-part applications) thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention or claim the benefit of the application or any right of priority to the application, in any and all countries including any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding the invention, and testify in any legal

proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

The undersigned hereby grant(s) the law firm of Straub & Pokotylo the power to insert on this Assignment any further identification, including the application serial number, which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 2004.

Salar Arta Kamangar 7/19/04
Salar Arta Kamangar Assignor


WITNESSED BY:

Dinger Cale
Name

3702 Moorpark Ave
Address

San Jose, CA 95117

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
19 day of JULY, 2004.



Alan Louie, Assignor

WITNESSED BY:

Name

Address

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
19 day of July, 2004.



Nathan Stoll, Assignor

WITNESSED BY:

Amit Patel

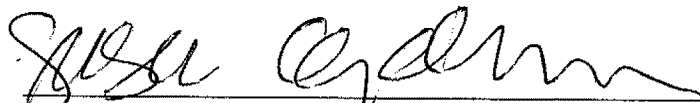
Name

800 High School Way #336

Address

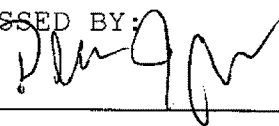
Mountain View CA 94041

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
_____ day of _____, 2004.



Susan Wojcicki, Assignor

WITNESSED BY:



Name

Address
