

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Christophe Francois Chu</td><td>06/17/2011</td></tr><tr><td>Paul Lee</td><td>06/21/2011</td></tr><tr><td>Dan Moisa</td><td>06/17/2011</td></tr></tbody></table>	Name	Execution Date	Christophe Francois Chu	06/17/2011	Paul Lee	06/21/2011	Dan Moisa	06/17/2011	
Name	Execution Date								
Christophe Francois Chu	06/17/2011								
Paul Lee	06/21/2011								
Dan Moisa	06/17/2011								
RECEIVING PARTY DATA									
Name:	Google Inc.								
Street Address:	1600 Amphitheatre Parkway								
City:	Mountain View								
State/Country:	CALIFORNIA								
Postal Code:	94043								
PROPERTY NUMBERS Total: 1									
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>13069364</td></tr></tbody></table>	Property Type	Number	Application Number:	13069364					
Property Type	Number								
Application Number:	13069364								
CORRESPONDENCE DATA									
Fax Number: (240)359-4879 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone: 9122574864									
Email: csullivan@johnsonbiopatent.com									
Correspondent Name: William O. Isaacs, II									
Address Line 1: 317A E. Liberty St.									
Address Line 2: Johnson & Associates									
Address Line 4: Savannah, GEORGIA 31401									
ATTORNEY DOCKET NUMBER:	GOOG-0138								
NAME OF SUBMITTER:	Colleen Sullivan								
Total Attachments: 3 source=GOOG_0138_Executed_Assignment#page1.tif source=GOOG_0138_Executed_Assignment#page2.tif source=GOOG_0138_Executed_Assignment#page3.tif									

OP \$40.00 13069364

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PATENT
REEL: 026548 FRAME: 0800

ASSIGNMENT

WHEREAS, WE,

1. **Christophe François Chu, ASSIGNOR, a citizen of France, with a correspondence address of 215 Guerrero St., Apt. #4, San Francisco, CA 94103; and**
2. **Paul Lee, ASSIGNOR, a citizen of the United States of America, with a correspondence address of 3943 Grove Ave., Palo Alto, CA 94303; and**
3. **Dan Moisa, ASSIGNOR, a citizen of Romania, with a correspondence address of 2210 Rock Street, Apt. #17, Mountain View, CA 94043**

are the inventors of the invention described in

DISPLAY OF POPULAR, IN-STOCK PRODUCTS OF A MERCHANT

for which we have executed an application for a Patent of the United States

- ☐ which was filed herewith
- ☒ which was filed on March 22, 2011 as U.S. Patent Application No. 13/069,364.

WHEREAS, **Google Inc.**, a corporation of the State of Delaware, having a place of business at **1600 Amphitheatre Parkway, Mountain View, CA 94043**, ASSIGNEE, is desirous of obtaining my entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations 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 said invention in 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 said 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, inventors' certificates and designs which may be granted for said 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 said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of the instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein 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 said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said 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 said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, we hereunto set our hand and seal the day and year opposite our respective signatures.

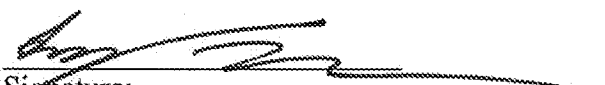
Date: 06/17/11

Signed: _____


Christophe François Chu

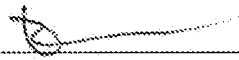
WITNESS:

Lucy Vasserman
(print or type name)


Signature: _____

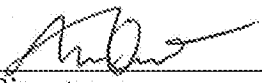
6/17/11
Date: _____

Date: 6/21/11

Signed: 
Paul Lee

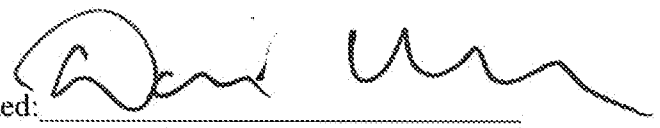
WITNESS:

Alyssa Dan
(print or type name)


Signature:

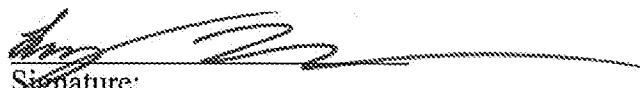
6/21/2011
Date:

Date: 06/17/2011

Signed: 
Dan Moisa

WITNESS:

Lucy Vasserman
(print or type name)


Signature:

6/17/11
Date: