

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | | | |
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| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Tal Yadid</td> <td>06/26/2011</td> </tr> <tr> <td>Yuval Netzer</td> <td>04/26/2011</td> </tr> <tr> <td>Shlomo Urbach</td> <td>04/26/2011</td> </tr> <tr> <td>Andrea Frome</td> <td>05/09/2011</td> </tr> <tr> <td>Noam Beh-Haim</td> <td>04/26/2011</td> </tr> </tbody> </table> | | Name | Execution Date | Tal Yadid | 06/26/2011 | Yuval Netzer | 04/26/2011 | Shlomo Urbach | 04/26/2011 | Andrea Frome | 05/09/2011 | Noam Beh-Haim | 04/26/2011 |
| Name | Execution Date | | | | | | | | | | | | |
| Tal Yadid | 06/26/2011 | | | | | | | | | | | | |
| Yuval Netzer | 04/26/2011 | | | | | | | | | | | | |
| Shlomo Urbach | 04/26/2011 | | | | | | | | | | | | |
| Andrea Frome | 05/09/2011 | | | | | | | | | | | | |
| Noam Beh-Haim | 04/26/2011 | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Google Inc.</td> </tr> <tr> <td>Street Address:</td> <td>1600 Amphitheatre Parkway</td> </tr> <tr> <td>Internal Address:</td> <td>Building 41</td> </tr> <tr> <td>City:</td> <td>Mountain View</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94043</td> </tr> </table> | | Name: | Google Inc. | Street Address: | 1600 Amphitheatre Parkway | Internal Address: | Building 41 | City: | Mountain View | State/Country: | CALIFORNIA | Postal Code: | 94043 |
| Name: | Google Inc. | | | | | | | | | | | | |
| Street Address: | 1600 Amphitheatre Parkway | | | | | | | | | | | | |
| Internal Address: | Building 41 | | | | | | | | | | | | |
| City: | Mountain View | | | | | | | | | | | | |
| State/Country: | CALIFORNIA | | | | | | | | | | | | |
| Postal Code: | 94043 | | | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th style="width: 70%;">Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13105853</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 13105853 | | | | | | | | |
| Property Type | Number | | | | | | | | | | | | |
| Application Number: | 13105853 | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | |
| <p>Fax Number: (650)938-5200 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 415.875.2484 Email: bhoffman@fenwick.com Correspondent Name: Brian Hoffman Address Line 1: Fenwick & West LLP Address Line 2: 555 California Street, 12th Floor Address Line 4: San Francisco, CALIFORNIA 94104</p> | | | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 24207-17041 | | | | | | | | | | | | |

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PATENT
REEL: 026580 FRAME: 0460

NAME OF SUBMITTER:

Brian Hoffman

Total Attachments: 6

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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, Bldg. 41, 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 following provisional application filed under 35 U.S.C. § 111(b), non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):

- Application No. 13/105,853, entitled "**Identifying Establishments in Images**," filed on May 11, 2011, which claims priority from a provisional application, filed on June 18, 2010, now bearing U.S. Application No. 61/356,342.

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: Identifying Establishments in Images
Filed: May 11, 2011
Application No.: 13/105,853

hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

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.

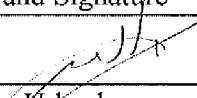
This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

| Name and Signature | Date of Signature |
|--------------------|-------------------|
| | , 2011 |

Tal Yadid

| Name and Signature | Date of Signature |
|---------------------|--------------------|
| <u>Yuval Netzer</u> | <u>26/4</u> , 2011 |

Yuval Netzer

| Name and Signature | Date of Signature |
|--------------------------------------------------------------------------------------------|------------------------|
| <u></u> | <u>April 26</u> , 2011 |

Shlomo Urbach

| Name and Signature | Date of Signature |
|--------------------|-------------------|
| | , 2011 |

Andrea Frome

| Name and Signature | Date of Signature |
|--------------------|-------------------|
| | , 2011 |

Noam Beh-Haim

Title: Identifying Establishments in Images
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| <u>Tal Yadid</u> | <u>, 2011</u> |

| <u>Name and Signature</u> | <u>Date of Signature</u> |
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| <u>Yuval Netzer</u> | <u>, 2011</u> |

| <u>Name and Signature</u> | <u>Date of Signature</u> |
|---------------------------|--------------------------|
| <u>Shlomo Urbach</u> | <u>, 2011</u> |

| <u>Name and Signature</u> | <u>Date of Signature</u> |
|------------------------------------------------------------------------------------------------------------|--------------------------|
| <u></u> Andrea Frome | <u>May 9, 2011</u> |

| <u>Name and Signature</u> | <u>Date of Signature</u> |
|---------------------------|--------------------------|
| <u>Noam Beh-Haim</u> | <u>, 2011</u> |

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| <u>Name and Signature</u> | <u>Date of Signature</u> |
| | , 2011 |

Andrea Frome

| | |
|---------------------------|--------------------------|
| <u>Name and Signature</u> | <u>Date of Signature</u> |
| | 26.4, 2011 |

Noam Beh-Haim

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Name and Signature

Tal Yedid

Date of Signature
June 26, 2011

Name and Signature

Yuval Netzer

Date of Signature

, 2011

Name and Signature

Shlomo Urbach

Date of Signature

, 2011

Name and Signature

Andrea Frome

Date of Signature

, 2011

Name and Signature

Noam Beh-Haim

Date of Signature

, 2011