

**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>
Nikolay Archak	06/17/2011
Seyed Vahab Banadaki	07/23/2011
Shanmugavelayutham Muthukrishnan	08/10/2011
<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>	13150365
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	(617) 956-5915
<b>Email:</b>	bechet@fr.com
<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>	16113-2364001
<b>NAME OF SUBMITTER:</b>	Nancy Bechet

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Total Attachments: 9  
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**PATENT**  
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ASSIGNMENT

For valuable consideration, we, NIKOLAY ARCHAK of 2405 Avenue U, Brooklyn, NY 11229; SEYED VAHAB MIRROKNI BANADAKI of 542 W 112th Street, Apt 9H, New York, NY 10025 and SHANMUGAVELAYUTHAM MUTHUKRISHNAN of 474 Greenwich Street, # 6W, New York, NY 10013, 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 ALLOCATING ADVERTISING BUDGETS, filed 6/1/2011, and assigned U.S. Serial Number 13/150,365, 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.

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NIKOLAY ARCHAK

Witnessed by:

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Signature

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

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Typed or Printed Name

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Witness Address

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SEYED VAHAB MIRROKNI BANADAKI

Witnessed by:

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Signature

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

---

Typed or Printed Name

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Witness Address



SHANMUGAVELAYUTHAM

MUTHUKRISHNAN

Witnessed by:

  
Signature

Date: Aug 16, 2011

Vladimira Jakubikova  
Typed or Printed Name

902 Clark Way, Palo Alto  
CA 94304  
Witness Address

ASSIGNMENT

For valuable consideration, we, NIKOLAY ARCHAK of 2405 Avenue U, Brooklyn, NY 11229; SEYED VAHAB MIRROKNI BANADAKI of 542 W 112th Street, Apt 9H, New York, NY 10025 and SHANMUGAVELAYUTHAM MUTHUKRISHNAN of 474 Greenwich Street, # 6W, New York, NY 10013, 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 ALLOCATING ADVERTISING BUDGETS, filed 6/1/2011, and assigned U.S. Serial Number 13/150,365, 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.

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NIKOLAY ARCHAK

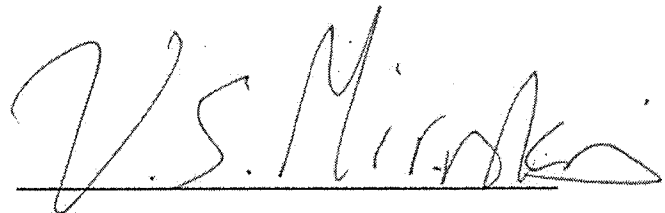
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\_\_\_\_\_  
Signature

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

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

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



SEYED VAHAB MIRROKNI BANADAKI

Witnessed by:

*Sarvas Patel*  
\_\_\_\_\_  
Signature

Date: *July 23, 2011*

*Sarvas Patel*  
\_\_\_\_\_  
Typed or Printed Name

*66 Eugene Drive*  
*Montville, NJ 07045*  
\_\_\_\_\_  
Witness Address

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SHANMUGAVELAYUTHAM  
MUTHUKRISHNAN

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

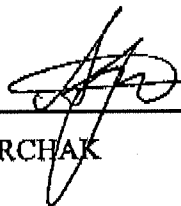
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ASSIGNMENT

For valuable consideration, we, NIKOLAY ARCHAK of 2405 Avenue U, Brooklyn, NY 11229; SEYED VAHAB MIRROKNI BANADAKI of 542 W 112th Street, Apt 9H, New York, NY 10025 and SHANMUGAVELAYUTHAM MUTHUKRISHNAN of 474 Greenwich Street, # 6W, New York, NY 10013, 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 ALLOCATING ADVERTISING BUDGETS, filed 6/1/2011, and assigned U.S. Serial Number 13/150,365, 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.

Attorney's Docket No.: 16113-2364001

  
\_\_\_\_\_  
NIKOLAY ARCHAK

Witnessed by:

A. Batrachenko  
Signature

Date: 6/17/2011

ALEXEY BATRACHENKO  
Typed or Printed Name

10 HURON AVE, APT. 10C  
JERSEY CITY, NJ 07306  
Witness Address

\_\_\_\_\_  
SEYED VAHAB MIRROKNI BANADAKI

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

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SHANMUGAVELAYUTHAM  
MUTHUKRISHNAN

Witnessed by:

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Signature

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

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Typed or Printed Name

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Witness Address

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