

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Nick Arini	08/17/2011
RECEIVING PARTY DATA	
Name:	Google Inc.
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13174597
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ATTORNEY DOCKET NUMBER:	060963-5555-US
NAME OF SUBMITTER:	Douglas J. Crisman
Total Attachments: 1 source=GP-3781-00-US Assignment (5555)#page1.tif	

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MORGAN, LEWIS & BOCKIUS LLP DOCKET NO. 060963-5555-US

ASSIGNMENT

WHEREAS, I, Nick Arini, citizen of Italy/United Kingdom, residing in Botley, United Kingdom, ASSIGNOR, am the inventor of the invention in **SYSTEMS AND METHODS FOR ASSOCIATING INDIVIDUAL HOUSEHOLD MEMBERS WITH WEB SITES VISITED**, for which I have executed an application for a Patent of the United States

- ☐ which is executed on ☐ even date herewith
☒ which is identified by Morgan, Lewis & Bockius LLP docket no. 060963-5555-US
☒ which was filed on June 30, 2011 Application No. 13/174,597
☒ which claims priority on U.S. Provisional Patent Application No(s). 61/482,139
☐ I hereby authorize and request my attorney, Douglas J. Crisman, of Morgan, Lewis & Bockius LLP, to insert here in parenthesis (Application number _____, filed _____) the filing date and application number of said application when known.

and WHEREAS, **GOOGLE INC.**, ASSIGNEE, having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043, is desirous of obtaining my entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, let it be known that for and in consideration of the sum of One Dollar (\$1.00) to me paid, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, the said ASSIGNOR, 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, my 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 any substitute applications therefore, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; the said United States provisional patent application(s), if any, on which the said United States application claims priority; 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 and said United States provisional patent application(s), if any, 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 I 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 said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

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

AND I HEREBY further covenant and agree that I 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, I hereunto set my hand and seal the day and year set opposite my respective signature.

Date

17/8/11

Nick Arini

L.S.

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