

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Randy Simon	08/25/2011
Matias Cudich	08/25/2011
Gregory Allan Funk	08/23/2011
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:	13218280
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	10029-02873 US
NAME OF SUBMITTER:	Kanda V. Ishihara
Total Attachments: 4 source=02873 US 2011-08-25 - Annotated Assignment#page1.tif source=02873 US 2011-08-25 - Annotated Assignment#page2.tif source=02873 US 2011-08-25 - Annotated Assignment#page3.tif source=02873 US 2011-08-25 - Annotated Assignment#page4.tif	

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**PATENT**  
**REEL: 026810 FRAME: 0733**

## 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, 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 provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **CUSTOMIZATION OF ADVERTISEMENTS TO CONTENT OF VIDEO DATA** ("APPLICATION"), which:

- ☒ having a filing date of August 25, 2011, and bearing U.S. application serial number 13/218,280.
- ☐ The APPLICATION claims the benefit of a provisional application, filed on \_\_\_\_\_, now bearing U.S. application serial number \_\_\_\_\_.

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.

Title: **CUSTOMIZATION OF ADVERTISEMENTS TO CONTENT OF  
VIDEO DATA**  
Filed: August 25, 2011  
Application No.: 13/218,280

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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 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



**RANDY SIMON**

Date of Signature

*08/25/2011*

Name and Signature

**MATIAS CUDICH**

Date of Signature

Name and Signature

**GREGORY ALLAN FUNK**

Date of Signature

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Name and Signature \_\_\_\_\_

Date of Signature \_\_\_\_\_

\_\_\_\_\_  
RANDY SIMON

Name and Signature \_\_\_\_\_

Date of Signature \_\_\_\_\_

\_\_\_\_\_  
MATIAS CUDICH

8/25/11

Name and Signature \_\_\_\_\_

Date of Signature \_\_\_\_\_

\_\_\_\_\_  
GREGORY ALLAN FUNK

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Name and Signature

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**RANDY SIMON**

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Date of Signature

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**MATIAS CUDICH**

\_\_\_\_\_  
Name and Signature

\_\_\_\_\_  
Date of Signature

  
\_\_\_\_\_  
**GREGORY ALLAN FUNK**

**8/23/2011**