

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Sadayuki KATO</td><td>08/29/2011</td></tr><tr><td>Gregor HOHPE</td><td>08/29/2011</td></tr></tbody></table>		Name	Execution Date	Sadayuki KATO	08/29/2011	Gregor HOHPE	08/29/2011				
Name	Execution Date										
Sadayuki KATO	08/29/2011										
Gregor HOHPE	08/29/2011										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Google Inc.</td></tr><tr><td>Street Address:</td><td>1600 Amphitheatre Parkway</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	City:	Mountain View	State/Country:	CALIFORNIA	Postal Code:	94043
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>13214912</td></tr></tbody></table>		Property Type	Number	Application Number:	13214912						
Property Type	Number										
Application Number:	13214912										
CORRESPONDENCE DATA											
Fax Number: (240)359-4879 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 912 257 4864											
Email: marina@jm-iplaw.com											
Correspondent Name: Johnson & Associates											
Address Line 1: 317A East Liberty Street											
Address Line 4: Savannah, GEORGIA 31401											
ATTORNEY DOCKET NUMBER:	GOOG-0240										
NAME OF SUBMITTER:	Marina Orman										
Total Attachments: 3 source=GOOG-0240-Signed-Assignment#page1.tif source=GOOG-0240-Signed-Assignment#page2.tif source=GOOG-0240-Signed-Assignment#page3.tif											

OP \$40.00 13214912

501640674

PATENT
REEL: 026819 FRAME: 0620

ASSIGNMENT

WHEREAS, WE,

1. **Sadayuki KATO, ASSIGNOR, a citizen of Japan, with a correspondence address of 2-10-15 Kichijoji-minamicho, Musashino-shi, Tokyo, Japan; and**
2. **Gregor HOHPE, ASSIGNOR, a citizen of United States of America, with a correspondence address of 1990 Green St. #305, San Francisco, CA 94123**

are the inventors of the invention described in

ADVERTISEMENT CONVERSION LOGGING

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

- ☐ which was filed herewith
- ☒ which was filed on August 22, 2011 as U.S. Patent Application No. 13/214,912.

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.

AND WE HEREBY authorize a representative of King & Spalding, 1180 Peachtree Street NE, Atlanta, Georgia USA, to insert in the blanks above the filing date and application number of said application when known.

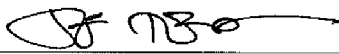
IN TESTIMONY WHEREOF, we hereunto set our hand and seal the day and year opposite our respective signatures.

Date: 8-29-2011

Signed: S. Kato
Sadayuki KATO

WITNESS:

Joseph Ternasky
(print or type name)


Signature:


8-29-2011
Date:

Date: 8-29-2011

Signed: 
Gregor HOHPE

WITNESS:

Joseph Ternasky
(print or type name)


Signature:

8-29-2011
Date: