

**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>
Rohan Seth	07/11/2011
Joshua J. Sacks	07/11/2011
Michele Covell	07/11/2011
Michael Chu	08/10/2011
Shumeet Baluja	07/12/2011
David Marwood	07/13/2011
<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>	13115438
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
<b>Phone:</b>	(650) 839-5070
<b>Email:</b>	apsi@fr.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Correspondent Name:</b>	Mark D. Kirkland
<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>	16113-2747001

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**PATENT  
 REEL: 026906 FRAME: 0338**

NAME OF SUBMITTER:

Melissa Alexander

Total Attachments: 6

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ASSIGNMENT

For valuable consideration, we, ROHAN SETH of 1745 Franklin Street, #304, San Francisco, California 94109, JOSHUA J. SACKS of 30 Valley Road, San Carlos, California 94070, MICHELE COVELL of 2150 Dartmouth Street, Palo Alto, California 94306, MICHAEL CHU of 13050 Cumbra Vista Court, Los Altos Hills, California 94022, SHUMEET BALUJA of 18922 Canoe Landing Court, Leesburg, Virginia 20176, and DAVID MARWOOD of 268 Bush Street, #2541, San Francisco, California 94104, 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 DETERMINING CONTENT FOR DELIVERY BASED ON IMAGERY, filed May 25, 2011, and assigned U.S. Serial Number 13/115,438; 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.

Date: 07/11/2011

Rohan Seth  
ROHAN SETH

Witnessed by:

[Signature]  
Signature

Date: 07/11/2011

ZHENGRONG JI  
Typed or Printed Name

1035 Aster Ave #2190  
Sunnyvale CA 94086  
Witness Address

Date: 7-11-2011

[Signature]  
JOSHUA J. SACKS

Witnessed by:

[Signature]  
Signature

Date: 07/11/2011

ZHENGRONG JI  
Typed or Printed Name

1035 Aster Ave #2190  
Sunnyvale CA 94086  
Witness Address

Date: 7/11/2011

Michele Covell  
MICHELE COVELL

Witnessed by:

[Signature]  
Signature

Date: 07/11/2011

ZHENG RONG JI  
Typed or Printed Name

1035 Aster Ave #2190  
Sunnyvale CA 94086  
Witness Address

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

\_\_\_\_\_  
MICHAEL CHU

Witnessed by:

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Signature

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

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

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

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

\_\_\_\_\_  
MICHELE COVELL

Witnessed by:

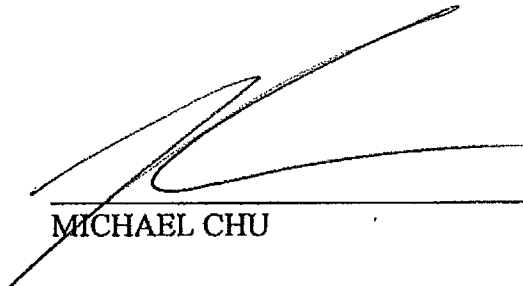
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Date: \_\_\_\_\_


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Typed or Printed Name

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Witness Address

Date: 8/10/2011

  
\_\_\_\_\_  
MICHAEL CHU

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 8/10/2011

RAHUL LAHIRI  
Typed or Printed Name

2947 MONTE CRESTA DR.  
BELMONT, CA 94002  
Witness Address

Date: July 12, 2011

Shumeet Baluja  
SHUMEET BALUJA

Witnessed by:

Kaari Baluja  
Signature

Date: 7/12/11

Kaari Baluja  
Typed or Printed Name

18922 Canoe Landing Ct  
Leesburg, VA 20176  
Witness Address

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

\_\_\_\_\_  
DAVID MARWOOD

Witnessed by:

\_\_\_\_\_  
Signature

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

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

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

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

\_\_\_\_\_  
SHUMEET BALUJA

Witnessed by:


\_\_\_\_\_  
Signature

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


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

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

Date: July 13, 2011

  
\_\_\_\_\_  
DAVID MARWOOD

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 7-13-11

Henry Guo  
\_\_\_\_\_  
Typed or Printed Name

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

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