

## PATENT ASSIGNMENT

Electronic Version v1.1

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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>Surojit Chatterjee</td><td>09/20/2011</td></tr><tr><td>Alex Gawley</td><td>09/21/2011</td></tr><tr><td>Chrix Erik Finne</td><td>09/23/2011</td></tr></tbody></table>	Name	Execution Date	Surojit Chatterjee	09/20/2011	Alex Gawley	09/21/2011	Chrix Erik Finne	09/23/2011	
Name	Execution Date								
Surojit Chatterjee	09/20/2011								
Alex Gawley	09/21/2011								
Chrix Erik Finne	09/23/2011								
RECEIVING PARTY DATA									
Name:	Google Inc.								
Street Address:	1600 Amphitheatre Parkway								
City:	Mountain View								
State/Country:	CALIFORNIA								
Postal Code:	94043								
PROPERTY NUMBERS Total: 1									
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>13245495</td></tr></tbody></table>	Property Type	Number	Application Number:	13245495					
Property Type	Number								
Application Number:	13245495								
CORRESPONDENCE DATA									
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>									
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Address Line 1:	P.O. Box 747								
Address Line 4:	Falls Church, VIRGINIA 22040-0747								
ATTORNEY DOCKET NUMBER:	6107-0114PUS1								
NAME OF SUBMITTER:	Michael R. Cammarata								
Total Attachments: 4 source=2011-09-27-Assignment-6107-0114PUS1#page1.tif source=2011-09-27-Assignment-6107-0114PUS1#page2.tif source=2011-09-27-Assignment-6107-0114PUS1#page3.tif source=2011-09-27-Assignment-6107-0114PUS1#page4.tif									

CH \$40.00 13245495

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PATENT  
REEL: 026976 FRAME: 0808

ASSIGNMENT

For valuable consideration, I/we, Surojit CHATTERJEE of Fremont, CA, United States; Alex GAWLEY of Palo Alto, CA, United States; Chrix Erik FINNE of San Francisco, CA, United States, 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 me, entitled

METHOD AND APPARATUS USING ACCELEROMETER DATA TO SERVE BETTER  
ADS , filed Sept. 26, 2011, and assigned U.S. Serial Number 13/245,495 , and

I/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

I/we authorize the Assignee to apply in all countries in my 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

I/we agree for me and my 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.

Witnessed by:

Name (Inventor)

Surojit Chatterjee  
(Signature)

Jove  
(Signature)

Surojit CHATTERJEE  
(Typed or Printed Name)

JENNIFER GOVE  
(Typed or Printed Name)

Date: 9/20/2011

1381 FRANCHERE PL  
SUNNYVALE, CA 94087  
Witness Address

Date: 9/20/2011

Witnessed by:

Name (Inventor)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature)

Alex GAWLEY  
(Typed or Printed Name)

\_\_\_\_\_  
(Typed or Printed Name)

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

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

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

I/we agree for me and my 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.

Witnessed by: \_\_\_\_\_  
 (Signature)

Name (Inventor) \_\_\_\_\_  
 (Signature)

\_\_\_\_\_ Surojit CHATTERJEE  
 (Typed or Printed Name)

\_\_\_\_\_ Date: \_\_\_\_\_  
 (Typed or Printed Name)

\_\_\_\_\_

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

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

Witnessed by: \_\_\_\_\_  
 (Signature)

Name (Inventor) \_\_\_\_\_  
 (Signature)

\_\_\_\_\_ Alex GAWLEY  
 (Typed or Printed Name)

\_\_\_\_\_ Date: 9/21/11

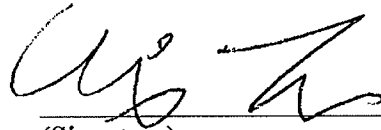
\_\_\_\_\_ Jason Cornwell  
 (Typed or Printed Name)

\_\_\_\_\_ 3163 Mission St

\_\_\_\_\_ San Francisco, CA 94110  
 Witness Address

\_\_\_\_\_ Date: 9/21/2011

Name (Inventor)

  
(Signature)

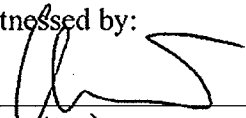
Chrix Erik FINNE

(Typed or Printed Name)

Date:

9/23/11

Witnessed by:

  
(Signature)

KUSCHER

(Typed or Printed Name)

81 RONDEL PLACE

SAN FRANCISCO, 94103  
Witness Address

Date: 23<sup>rd</sup> Sep 2011