

PATENT ASSIGNMENT

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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>Ming Lei</td><td>09/22/2011</td></tr><tr><td>Renjie Jiang</td><td>09/22/2011</td></tr><tr><td>Kenneth R. Alton</td><td>09/22/2011</td></tr><tr><td>Varun Chirravuri</td><td>09/22/2011</td></tr><tr><td>Russell W. Quong</td><td>09/22/2011</td></tr><tr><td>Abhinay Sharma</td><td>09/22/2011</td></tr><tr><td>Oren E. Zamir</td><td>09/26/2011</td></tr><tr><td>Xing Yu</td><td>09/22/2011</td></tr><tr><td>Zhengzhu Feng</td><td>09/22/2011</td></tr></tbody></table>		Name	Execution Date	Ming Lei	09/22/2011	Renjie Jiang	09/22/2011	Kenneth R. Alton	09/22/2011	Varun Chirravuri	09/22/2011	Russell W. Quong	09/22/2011	Abhinay Sharma	09/22/2011	Oren E. Zamir	09/26/2011	Xing Yu	09/22/2011	Zhengzhu Feng	09/22/2011
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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										
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CORRESPONDENCE DATA																					
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PATENT  
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ATTORNEY DOCKET NUMBER:	098981-0131
NAME OF SUBMITTER:	Kimberley A. Cox-Baione
<p>Total Attachments: 4 source=13_246609#page1.tif source=13_246609#page2.tif source=13_246609#page3.tif source=13_246609#page4.tif</p>	

**ASSIGNMENT - WORLDWIDE**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor (hereinafter referred to singly and collectively as "ASSIGNOR") has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto

Google Inc.  
1600 Amphitheatre Parkway  
Mountain View, CA 94043

(hereinafter referred to as "ASSIGNEE") its successors and assigns, the full and exclusive right, title and interest for the United States, its territories and possessions, and all foreign countries in and to this invention relating to

**System and Method for Estimating Potential Unique Online Users an Advertisement Can Reach**

as set forth in this United States Patent Application

*check one*     ☒ [ X ] executed concurrently herewith,  
                  ☐ [   ] executed on \_\_\_\_\_,  
                  ☐ [   ] Serial No. \_\_\_\_\_ Filed \_\_\_\_\_

as well as in and to (a) all improvements and modifications of the above-identified invention or inventions, (b) the above-identified application and all other applications for Letters Patent of the United States and countries foreign thereto for above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from said applications in the United States and countries foreign thereto, (d) all divisions, continuations, reissues, and extensions of said applications and Letters Patent, and (e) the right to claim for any of said applications the full benefits and priority rights under the Patent Cooperation Treaty, the Paris Convention and any other international agreement; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

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ASSIGNOR HEREBY AUTHORIZES AND REQUESTS the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE as assignee of the entire interest, for the sole use and benefit of ASSIGNEE, its successors and assigns.

ASSIGNOR HEREBY AGREES (a) to communicate to ASSIGNEE, its successors and assigns, or their representative or agents, all facts and information known or available to ASSIGNOR respecting said invention or inventions, improvements, and modifications including evidence for interference, reexamination, reissue, opposition, revocation, extension, or infringement purposes or other legal, judicial, or administrative proceedings, whenever requested by ASSIGNEE; (b) to testify in person or by affidavit as required by ASSIGNEE, its successors and assigns, in any such proceeding in the United States or a country foreign thereto; (c) to execute and deliver, upon request by ASSIGNEE, all lawful papers including, but not limited to, original, divisional, continuation, and reissue applications, renewals, assignments, powers of attorney, oaths, affidavits, and declarations, depositions; and (d) to provide all reasonable assistance to ASSIGNEE, its successors and assigns, in obtaining and enforcing proper title in and protection for said invention or inventions, improvements, and modifications under the intellectual property laws of the United States and countries foreign thereto.

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ASSIGNOR HEREBY GRANTS to the law firm of **Foley & Lardner LLP** the power and authority to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

ASSIGNOR UNDERSTANDS AND AGREES that the attorneys and agents of the law firm of **Foley & Lardner LLP** do not personally represent ASSIGNOR OR ASSIGNOR's legal interests, but instead represent the interests of ASSIGNEE; since said attorneys and agents cannot provide legal advice to ASSIGNOR with respect to this Assignment, ASSIGNOR acknowledges its right to seek its own independent legal counsel.

**NAME AND SIGNATURE OF INVENTOR**

NAME: <u>Ming LEI</u>	SIGNATURE: <u>[Signature]</u>	DATE: <u>09/22/2011</u>
NAME: <u>Renjie JIANG</u>	SIGNATURE: <u>[Signature]</u>	DATE: <u>09/22/2011</u>
NAME: <u>Kenneth R. ALTON</u>	SIGNATURE: <u>[Signature]</u>	DATE: <u>09/22/2011</u>
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NAME: <u>Xing YU</u>	SIGNATURE: <u>[Signature]</u>	DATE: <u>09/22/2011</u>
NAME: <u>Zhengzhu FENG</u>	SIGNATURE: <u>[Signature]</u>	DATE: <u>9/22/2011</u>

**NAME AND SIGNATURE OF WITNESSES**

NAME: <u>Shimeng Wang</u>	SIGNATURE: <u>[Signature]</u>	DATE: <u>09/22/2011</u>
NAME: <u>Varun Sharma</u>	SIGNATURE: <u>[Signature]</u>	DATE: <u>09/22/2011</u>

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**NAME AND SIGNATURE OF WITNESSES**

NAME: <u>JAGANNATH CHIRRAVURI</u>	SIGNATURE: <u>[Signature]</u>	DATE: <u>9/22/11</u>
NAME: _____	SIGNATURE: _____	DATE: _____