

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Neha PATTAN	10/12/2011
Jennifer W. LIN	10/03/2011
<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>	13271020
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(703)205-8050
<b>Phone:</b>	703-205-8000
<b>Email:</b>	mailroom@bskb.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>	Birch, Stewart, Kolasch & Birch, LLP
<b>Address Line 1:</b>	P.O. Box 747
<b>Address Line 4:</b>	Falls Church, VIRGINIA 22040-0747
<b>ATTORNEY DOCKET NUMBER:</b>	6107-0222PUS1
<b>NAME OF SUBMITTER:</b>	Michael R. Cammarata
<b>Total Attachments: 3</b> source=20111012Assignment_6107_0222PUS1#page1.tif source=20111012Assignment_6107_0222PUS1#page2.tif source=20111012Assignment_6107_0222PUS1#page3.tif	

CH \$40.00 13271020

**501689105**

**PATENT**  
**REEL: 027051 FRAME: 0782**

ASSIGNMENT

For valuable consideration, I/we, Neha PATTAN of Mountain View, CA, United States;  
Jennifer W. LIN of San Jose, 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

Determining Intent Of A Recommendation On A URL Of A Web Page Or Advertisement,  
filed October 11, 2011, and assigned U.S. Serial Number 13/271,020, 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:

*[Signature]*  
(Signature)

RANJITH JAYARAM  
(Typed or Printed Name)

25 RIO ROBLES E, #330

SAN JOSE, CA 95134  
Witness Address

Date: 10/12/2011

Name (Inventor)

*[Signature]*  
(Signature)

Neha PATTAN  
(Typed or Printed Name)

Date: 10/12/2011

Witnessed by:

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

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

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

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

Name (Inventor)

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

Jennifer W. LIN  
(Typed or Printed Name)

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)

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

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

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

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

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

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

\_\_\_\_\_ Jennifer W. LIN  
 (Typed or Printed Name)

\_\_\_\_\_ Date: 10/3/11

Kaisuke Nakajima  
 (Typed or Printed Name)

1600 Amphitheatre Pkwy  
 (Typed or Printed Name)

Mountain View, CA 94043  
 Witness Address

Date: 10/3/11