

# 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>
Andrew T. Miller	10/21/2011
<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>
Application Number:	13279465
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<b>ATTORNEY DOCKET NUMBER:</b>	31730/4680-00
<b>NAME OF SUBMITTER:</b>	Jeffrey K. Berger
Total Attachments: 1 source=DOC#page1.tif	

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**PATENT**  
**REEL: 027182 FRAME: 0715**

MARSHALL, GERSTEIN & BORUN LLP, 233 S. Wacker Drive, 6300 Willis Tower, Chicago, Illinois

# ASSIGNMENT

Serial No: 13/279,465

Filed: October 24, 2011

Title: KEEPING MAP LABELS CONSISTENT ACROSS MULTIPLE ZOOM LEVELS

For valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Andrew T. Miller hereby assigns to GOOGLE INC., 1600 Amphitheatre Parkway, Mountain View, California 94043 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for letters patent of the United States, entitled "Keeping Map Labels Consistent Across Multiple Zoom Levels" executed by the undersigned on, October 21, 2011 and in said application and any and all other applications, both in the United States and in other countries, which the undersigned may file or be named as an inventor, either solely or jointly with others, on said invention or improvements, and in any and all letters patent of the United States and other countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

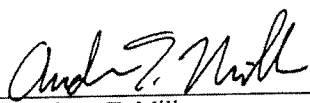
The undersigned hereby authorizes and requests the Commissioner for Patents to issue said letters patent to said Assignee.

The undersigned hereby authorizes and requests that the attorneys of record in said application insert in this assignment the execution date and/or filing date and serial number of said application when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned except in favor of Assignee.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said Assignee, its successors and assigns, to execute any and all applications on said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any letters patent that may be granted upon any and all of said applications, and any and all applications and other documents for letters patent in other countries on said invention or improvements, that said Assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said Assignee, its successors or assigns, in the event of any application or letters patent assigned herein becoming involved in Interference or Opposition, to cooperate to the best of the ability of the undersigned with said Assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said letters patent, both in the United States and in other countries, and vest all rights therein hereby conveyed in said Assignee, its successors and assigns, whereby said letters patent will be held and enjoyed by said Assignee, its successors and assigns, to the full end of the term for which said letters patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

Date: 10/21/2011

Signature:   
Andrew T. Miller