

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jeffrey Oldham	03/30/2007
Hal R. Varian	03/30/2007
Matthew D. Cutts	04/02/2007
Matt Rosencrantz	04/30/2007
RECEIVING PARTY DATA	
Name:	Google Inc.
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13242517
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
Phone:	(404) 892-5005
Email:	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>	
Correspondent Name:	Tracy M. Hitt
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	16113-0414003
NAME OF SUBMITTER:	Kathy J. Bell

CH \$40.00 13242517

Total Attachments: 5

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ASSIGNMENT

For valuable consideration, we, JEFFREY OLDHAM of 144 Wyandotte Drive, San Jose, CA 95123, HAL R. VARIAN of 576 Del Amigo Road, Danville, CA 94526, MATTHEW D. CUTTS of 554 Glen Alto Drive, Los Altos, CA 94024, MATT ROSENCRANTZ of 3649 26th Street, # A, San Francisco, CA 94110, 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 IDENTIFYING INADEQUATE SEARCH CONTENT, filed April 3, 2007, and assigned U.S. Serial Number 11/695,725, and 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 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.

[SIGNATURES ON NEXT PAGE]

Attorney's Docket No.: 16113-414001
Client's Ref. No.: GP-1094-00-US

Jeffrey David Oldham
JEFFREY OLDHAM

Witnessed by:

Elaine Mossner
Signature

Date: March 30, 2007

Elaine Mossner
Typed or Printed Name

1075-114 Space Park Way
Mountain View, CA 94043
Witness Address

HAL R. VARIAN

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

Attorney's Docket No: 16113-414001
Client's Ref. No: GP-1094-00-US

JEFFREY OLDHAM

Witnessed by:

Signature

Date: _____

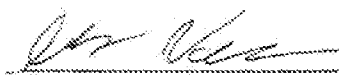
Typed or Printed Name

Witness Address



HAL R. VARIAN

Witnessed by:



Signature

Date: 30 March 2007

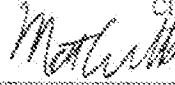
Chris Varian

Typed or Printed Name

576 Del Amigo
Danville, CA 94526

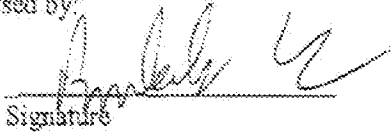
Witness Address

Attorney's Docket No.: 16113-414001
Client's Ref. No.: GP-1094-00-US



MATTHEW D. CUTTS

Witnessed by:



Signature

Date: 4/2/2007

Anirban Sinhal

Typed or Printed Name

925 MORAGA CT.
PALO ALTO CA 94303

Witness Address

MATT ROSENCRANTZ

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

Attorney's Docket No.: 16113-414001
Client's Ref. No.: GP-1094-00-US

MATTHEW D. CUTTS

Witnessed by:

Signature

Date: _____

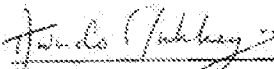
Typed or Printed Name

Witness Address



MATT ROSENCRANTZ

Witnessed by:



Signature

Date: 04/30/07

ANINDO MUKHERJEE

Typed or Printed Name

2685 California St #205
Mountain View CA, 94040

Witness Address

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