

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

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>Sridhar Ramaswamy</td> <td>02/20/2008</td> </tr> <tr> <td>Angela Chunwah Lai</td> <td>02/12/2008</td> </tr> <tr> <td>Mark A. Foltz</td> <td>02/12/2008</td> </tr> <tr> <td>Ariel H. Bardin</td> <td>02/12/2008</td> </tr> <tr> <td>Julie Black</td> <td>02/12/2008</td> </tr> <tr> <td>Joerg Heilig</td> <td>07/02/2008</td> </tr> <tr> <td>Thomas R. Stanis</td> <td>02/12/2008</td> </tr> </tbody> </table>		Name	Execution Date	Sridhar Ramaswamy	02/20/2008	Angela Chunwah Lai	02/12/2008	Mark A. Foltz	02/12/2008	Ariel H. Bardin	02/12/2008	Julie Black	02/12/2008	Joerg Heilig	07/02/2008	Thomas R. Stanis	02/12/2008
Name	Execution Date																
Sridhar Ramaswamy	02/20/2008																
Angela Chunwah Lai	02/12/2008																
Mark A. Foltz	02/12/2008																
Ariel H. Bardin	02/12/2008																
Julie Black	02/12/2008																
Joerg Heilig	07/02/2008																
Thomas R. Stanis	02/12/2008																
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						
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>13269154</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13269154												
Property Type	Number																
Application Number:	13269154																
CORRESPONDENCE DATA																	
Fax Number:	(877)769-7945																
Phone:	(404) 892-5005																
Email:	apsi@fr.com																
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.																	
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																

CH \$40.00 13269154

ATTORNEY DOCKET NUMBER:	16113-1058002
NAME OF SUBMITTER:	Kathy J. Bell
<p>Total Attachments: 7</p> <p>source=assignment_16113_1058001#page1.tif</p> <p>source=assignment_16113_1058001#page2.tif</p> <p>source=assignment_16113_1058001#page3.tif</p> <p>source=assignment_16113_1058001#page4.tif</p> <p>source=assignment_16113_1058001#page5.tif</p> <p>source=assignment_16113_1058001#page6.tif</p> <p>source=assignment_16113_1058001#page7.tif</p>	

### ASSIGNMENT

For valuable consideration, we, SRIDHAR RAMASWAMY of 10131 Parlett Place  
Cupertino, CA 95014, ANGELA CHUNWAH LAI of 1190 Morton Court Mountain View, CA  
94040, MARK A. FOLTZ of 3449 22nd Street, No. 3 San Francisco, CA 94110, ARIEL H.  
BARDIN of 2424 Hastings Drive Belmont CA 94002, JULIE BLACK of 650 Castro Street,  
#120-386 Mountain View, CA 94041, JOERG HEILIG of 2076 Eugenia Way Los Altos, CA  
94024, and THOMAS R. STANIS of 18628 Paseo Lado Saratoga, CA 95070, 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 HYBRID ADVERTISING CAMPAIGN, filed February 19, 2008, and assigned U.S. Serial Number 12/033,590, 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.

R. Sridhar  
SRIDHAR RAMASWAMY

Witnessed by:

Maria P. Rodriguez  
Signature

Date: 2/20/08

MARIA P. Rodriguez  
Typed or Printed Name

Google  
Witness Address

ANGELA CHUNWAH LAI

Witnessed by:

\_\_\_\_\_  
Signature

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

\_\_\_\_\_  
Typed or Printed Name

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

may reasonably request to effectuate fully this assignment.

\_\_\_\_\_  
SRIDHAR RAMASWAMY

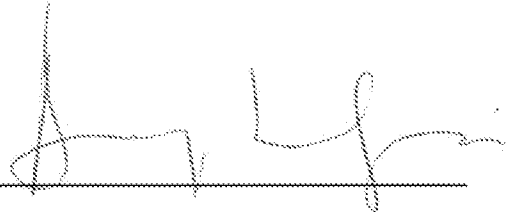
Witnessed by:

\_\_\_\_\_  
Signature

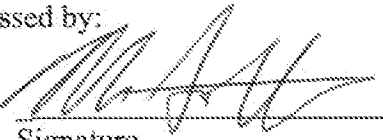
Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

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

  
\_\_\_\_\_  
ANGELA CHUNWAH LAI

Witnessed by:

  
\_\_\_\_\_  
Signature

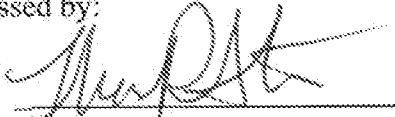
Date: 2/12/2008

Mark Foltz  
\_\_\_\_\_  
Typed or Printed Name

3449 23rd St #3  
San Francisco, CA 94110  
\_\_\_\_\_  
Witness Address

  
MARK A. FOLTZ

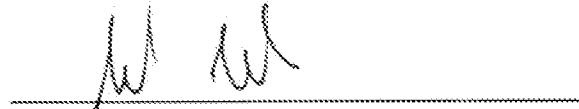
Witnessed by:

  
Signature

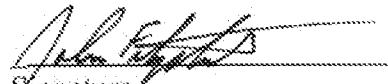
Date: 2/12/2008

Thomas R. Steinis  
Typed or Printed Name

18629 Paseo Lado  
Saratoga, CA 95070  
Witness Address

  
ARIEL H. BARDIN

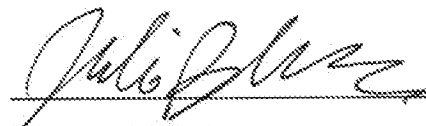
Witnessed by:

  
Signature

Date: 2/12/2008

John Fitzpatrick  
Typed or Printed Name

139 Belridge Dr.  
Los Gatos, CA 95032  
Witness Address

  
\_\_\_\_\_  
JULIE BLACK

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 2/12/2008

Thomas R. Stanis  
\_\_\_\_\_  
Typed or Printed Name

18628 Paseo Lado  
Saratoga, CA 95070  
\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
JOERG HEILIG

Witnessed by:

\_\_\_\_\_  
Signature

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

\_\_\_\_\_  
Typed or Printed Name

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

\_\_\_\_\_  
JULIE BLACK

Witnessed by:

\_\_\_\_\_  
Signature

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

\_\_\_\_\_  
Typed or Printed Name

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

\_\_\_\_\_  
JOERG HEILIG

Witnessed by:

Sara CM'Ushung  
Signature

Date: 7/2/2008

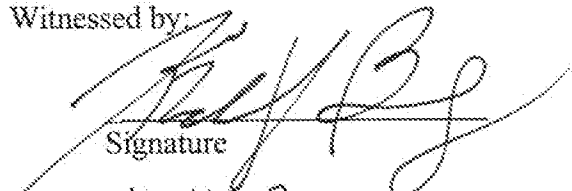
Sara M'Ushung  
Typed or Printed Name

11000 Amphitheatre Pkwy  
Mountain View, CA 94043  
Witness Address



  
THOMAS R. STANIS

Witnessed by:

  
Signature

Khalil Bey  
Typed or Printed Name

620A Natoma St.  
San Francisco, CA 94103  
Witness Address

Date: 2/12/2008

. 12049147.doc