

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>Niket Desai</td> <td>01/23/2012</td> </tr> <tr> <td>Reed Morse</td> <td>01/23/2012</td> </tr> </tbody> </table>		Name	Execution Date	Niket Desai	01/23/2012	Reed Morse	01/23/2012				
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<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											
<p>Fax Number: (240)359-4879</p> <p>Phone: 912 257 4864</p> <p>Email: marina@jmi-iplaw.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Johnson, Marcou & Isaacs, LLC</p> <p>Address Line 1: 317A East Liberty Street</p> <p>Address Line 2: William O. Isaacs, II</p> <p>Address Line 4: Savannah, GEORGIA 31401</p>											
ATTORNEY DOCKET NUMBER:	GOOG-0555										
NAME OF SUBMITTER:	Marina Orman										
<p>Total Attachments: 3</p> <p>source=GOOG-0555 Executed Assignment#page1.tif</p> <p>source=GOOG-0555 Executed Assignment#page2.tif</p> <p>source=GOOG-0555 Executed Assignment#page3.tif</p>											

OP \$40.00 13353312

ASSIGNMENT

WHEREAS, WE,

1. **Niket Desai, ASSIGNOR, a citizen of the United States of America, with a correspondence address of 458 Union Street, San Francisco, CA, 94133; and**
2. **Reed Morse, ASSIGNOR, a citizen of the United States of America, with a correspondence address of 825 Newell Road, Palo Alto, CA, 94303**

are the inventors of the invention described in

INDIVIDUAL USE CODE FOR MULTIPLE USERS IN A LOYALTY PROGRAM

for which we have executed an application for a Patent of the United States



which was filed herewith



which was filed on January 18, 2012 as U.S. Patent Application No. 13/353,312.

WHEREAS, **Google Inc.**, a corporation of the State of Delaware, having a place of business at **1600 Amphitheatre Parkway, Mountain View, CA 94043**, ASSIGNEE, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to said ASSIGNEE, its successors, legal representatives and assigns in accordance with the terms of the instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, we hereunto set our hand and seal the day and year opposite our respective signatures.

Date: 1/23/2012

Signed: _____

Niket Desai

WITNESS:

Nathaniel Welch
(print or type name)

[Signature]
Signature:

1/23/2012
Date:


Date: 1/23/2012

Signed: _____

Reed Morse

WITNESS:

Nathaniel Welch
(print or type name)


Signature:

1/23/2012
Date: