

## 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>Tal Yadid</td> <td>01/24/2012</td> </tr> <tr> <td>Asaf Zomet</td> <td>01/24/2012</td> </tr> <tr> <td>Rony Amira</td> <td>01/25/2012</td> </tr> <tr> <td>Shlomo Reuben Urbach</td> <td>01/24/2012</td> </tr> <tr> <td>Eldad Barkai</td> <td>01/24/2012</td> </tr> </tbody> </table>		Name	Execution Date	Tal Yadid	01/24/2012	Asaf Zomet	01/24/2012	Rony Amira	01/25/2012	Shlomo Reuben Urbach	01/24/2012	Eldad Barkai	01/24/2012
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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: (216)696-8731</p> <p>Phone: 2166968730</p> <p>Email: EPAS@thepatentattorneys.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: Turocy &amp; Watson, LLP</p> <p>Address Line 1: 127 Public Square, 57th Fl., Key Tower</p> <p>Address Line 4: Cleveland, OHIO 44114</p>													
ATTORNEY DOCKET NUMBER:	GGLEP122US												
NAME OF SUBMITTER:	Himanshu S Amin												

OP \$40.00 13361776

**Total Attachments: 6**

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**PATENT**

**REEL: 027628 FRAME: 0502**

**ASSIGNMENT OF INVENTION AND PATENT RIGHTS**

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged,

Tal Yadid having an address of 4 Hamelacha street, apartment 9 Ramat Hasharon, Israel  
("Assignor")

Asaf Zomet having an address of Herzl Boulevard 103/22 Jerusalem 96344 Israel  
("Assignor")

Rony Amira having an address of 5A Rabi moshe bn nahman, rishon lezion, Israel  
("Assignor")

Shlomo Reuben Urbach having an address of 28 Chish St, Rehovot 76225, Israel  
("Assignor")

Eldad Barkai having an address of 7, David Elazar st., Givat-Shmuel, Israel ("Assignor")

hereby sell(s), assign(s), transfer(s), and convey(s) unto Google Inc., a Delaware corporation, with an address at 1600 Amphitheatre Parkway, Mountain View, CA 94043 ("Assignee"), all rights, title, and interests that exist today and may exist in the future in and to any and all of the following items (1) through (9) below:

1. the inventions disclosed in the solution report/invention disclosure titled Social Creation Of Videos From Shared Event Videos and all inventions claimed *and/or* described in the Application(s) (collectively, the "**Invention**");
2. any U.S., PCT, or foreign patent application(s) prepared and filed based on said solution report/invention disclosure;
3. the patent applications listed in the table below (the "**Application**") and/or filed under said Docket No. GGLEP122US ;

Patent Application No.	Country	Filing Date	Title
13/361,776	U.S.	1-30-2012	SOCIAL-BASED AGGREGATION OF RELATED MEDIA CONTENT

4. all rights with respect to the Invention, including all United States patents or other governmental grants or issuances that may be granted with respect to the Invention or from any direct or indirect divisionals, continuations, continuations-in-part, non-provisionals or other patent applications claiming priority rights from the Application(s) ("**Potential Patents**");
5. all reissues, reexaminations, extensions, or registrations of the Potential Patents;

6. all non-United States patents, patent applications, and counterparts relating to any or all of the Invention, the Application(s), and the Potential Patents, including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances ("**Foreign Rights**"), and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;

7. all rights to claim priority rights deriving from the Application(s);

8. all causes of action and remedies related to any or all of the Application(s), the Invention, the Potential Patents, and the Foreign Rights (including, without limitation, the right to sue for past, present, or future infringement, misappropriation or violation of rights related to any of the foregoing and the right to collect royalties and other payments under or on account of any of the foregoing); and

9. any and all other rights and interests arising out of, in connection with, or in relation to the Application(s), the Invention, Potential Patents, and the Foreign Rights.

Assignor will not sign any document or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives, and assigns deem necessary or desirable to perfect enjoyment of the Rights, conduct proceedings regarding the Rights (including any litigation or interference proceedings), or perfect or defend title to the Rights. Assignor requests the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models, or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

Assignor hereby authorizes, requests and grants power to Assignee and Assignee's authorized representative to insert on this Assignment the filing date(s) and Patent Application Numbers in the table above when known.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives, and assigns and will be binding upon Assignor, their successors, legal representatives and assigns.

Signed:

Tal Yadid

Date:

24-Jan-2011

DOCKET NO. GGLEP122US

ASSIGNMENT OF INVENTION AND PATENT RIGHTS TO GOOGLE INC.

Signed:

Asaf Zomet

Date:

24-Jan-2012

Signed:

Rony Amira

Date:

Signed:

Shlomo Reuben Urbach

Date:

24-JAN-2012

Signed:

Eldad Barkai

Date:

24-Jan-2012

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8. all causes of action and remedies related to any or all of the Application(s), the Invention, the Potential Patents, and the Foreign Rights (including, without limitation, the right to sue for past, present, or future infringement, misappropriation or violation of rights related to any of the foregoing and the right to collect royalties and other payments under or on account of any of the foregoing); and
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Assignor will not sign any document or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives, and assigns deem necessary or desirable to perfect enjoyment of the Rights, conduct proceedings regarding the Rights (including any litigation or interference proceedings), or perfect or defend title to the Rights. Assignor requests the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models, or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

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Signed:

Date:

\_\_\_\_\_  
Tal Yadid

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ASSIGNMENT OF INVENTION AND PATENT RIGHTS TO GOOGLE INC.

Signed:

Date:

\_\_\_\_\_  
**Asaf Zomet**

Signed:

Date:

\_\_\_\_\_  
**Rony Amira**

*JAN 25, 2012*

Signed:

Date:

\_\_\_\_\_  
**Shlomo Reuben Urbach**

Signed:

Date:

\_\_\_\_\_  
**Eldad Barkai**