

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>Benjamin Liebald</td> <td>01/27/2012</td> </tr> <tr> <td>Palash Nandy</td> <td>02/06/2012</td> </tr> <tr> <td>Dasarathi Sampath</td> <td>01/28/2012</td> </tr> <tr> <td>Ye Niu</td> <td>01/28/2012</td> </tr> <tr> <td>Jamie Davidson</td> <td>01/30/2012</td> </tr> <tr> <td>Christina Ilvento</td> <td>01/30/2012</td> </tr> <tr> <td>Patrick Hung</td> <td>01/30/2012</td> </tr> </tbody> </table>		Name	Execution Date	Benjamin Liebald	01/27/2012	Palash Nandy	02/06/2012	Dasarathi Sampath	01/28/2012	Ye Niu	01/28/2012	Jamie Davidson	01/30/2012	Christina Ilvento	01/30/2012	Patrick Hung	01/30/2012
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Christina Ilvento	01/30/2012																
Patrick Hung	01/30/2012																
RECEIVING PARTY DATA																	
Name:	Google Inc.																
Street Address:	1600 Amphitheatre Parkway, Bldg. 41																
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>13309501</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13309501												
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Application Number:	13309501																
CORRESPONDENCE DATA																	
Fax Number:	(650)938-5200																
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<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:	Robert R. Sachs																
Address Line 1:	801 California Street																
Address Line 4:	Mountain View, CALIFORNIA 94041																
ATTORNEY DOCKET NUMBER:	24207-17913																

CH \$40.00 13309501

NAME OF SUBMITTER:

Robert R. Sachs

Total Attachments: 6

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Google Inc.**, a Delaware corporation, having a place of business at 1600 Amphitheatre Parkway, Bldg. 41, Mountain View, CA 94043 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following provisional application filed under 35 U.S.C. § 111(b), non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):

- Application No. **13/309,501**, entitled "**Personal Content Streams Based on User-Topic Profiles**" filed on **December 1, 2011**, which claims priority from U.S. Provisional Application No. 61/418,818, filed on December 1, 2010.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

Title: Personal Content Streams Based on User-Topic Profiles
Filed: December 1, 2011
Application No.: 13/309,501

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature	Date of Signature
<u>Benjamin Liebald</u> Benjamin Liebald	<u>Jan 27</u> , 2012

Name and Signature	Date of Signature
<u>Palash Nandy</u> Palash Nandy	<u></u> , 2012

Name and Signature	Date of Signature
<u>Dasarathi Sampath</u> Dasarathi Sampath	<u>Jan 28</u> , 2012

Name and Signature	Date of Signature
<u>Ye Niu</u> Ye Niu	<u>Jan 28</u> , 2012

Name and Signature	Date of Signature
<u>Jamie Davidson</u> Jamie Davidson	<u></u> , 2012

Title: **Personal Content Streams Based on User-Topic Profiles**
Filed: **December 1, 2011**
Application No.: **13/309,501**

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<hr/>	<hr/>
Benjamin Liebald	, 2011

<u>Name and Signature</u>	<u>Date of Signature</u>
	
Palash Nandy	, 2012

<u>Name and Signature</u>	<u>Date of Signature</u>
<hr/>	<hr/>
Dasarathi Sampath	, 2012

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<hr/>	<hr/>
Ye Niu	, 2012

<u>Name and Signature</u>	<u>Date of Signature</u>
<hr/>	<hr/>
Jamie Davidson	, 2012

Title: **Personal Content Streams Based on User-Topic Profiles**
Filed: **December 1, 2011**
Application No.: **13/309,591**

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_____	_____
Benjamin Liebald	_____, 2011

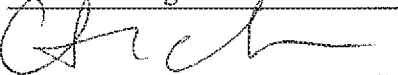
Name and Signature	Date of Signature
_____	_____
Palash Nandy	_____, 2012

Name and Signature	Date of Signature
_____	_____
Dasarathi Sampath	_____, 2012

Name and Signature	Date of Signature
_____	_____
Ye Niu	_____, 2012

Name and Signature	Date of Signature
_____	_____
 Jamie Davidson	1/30 , 2012

Title: **Personal Content Streams Based on User-Topic Profiles**
Filed: **December 1, 2011**
Application No.: **13/309,501**

Name and Signature


Christina Ilvento

Date of Signature

1/30, 2012

Name and Signature

Patrick Hung

Date of Signature

_____, 2012

Title: **Personal Content Streams Based on User-Topic Profiles**
Filed: **December 1, 2011**
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Name and Signature _____


Date of Signature _____

_____, 2012

Christina Ilvento

Name and Signature _____

Date of Signature _____



30 JAN, 2012

Patrick Hung