

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Ping Wu</td> <td>08/03/2011</td> </tr> <tr> <td>Jennifer W. Lin</td> <td>08/02/2011</td> </tr> </tbody> </table>		Name	Execution Date	Ping Wu	08/03/2011	Jennifer W. Lin	08/02/2011
Name	Execution Date						
Ping Wu	08/03/2011						
Jennifer W. Lin	08/02/2011						
RECEIVING PARTY DATA							
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>13298238</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13298238		
Property Type	Number						
Application Number:	13298238						
CORRESPONDENCE DATA							
Fax Number:	(877)769-7945						
Phone:	612-335-5070						
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:	Mark D. Kirkland						
Address Line 1:	FISH & RICHARDSON P.C.						
Address Line 2:	P.O.BOX 1022						
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022						
ATTORNEY DOCKET NUMBER:	16113-3267001						
NAME OF SUBMITTER:	Melissa Alexander						
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif							

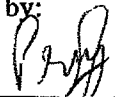
CH \$40.00 13298238

ASSIGNMENT

For valuable consideration, we, PING WU of 18254 Clemson Avenue, Saratoga, California 95070, and JENNIFER W. LIN of 180 Alicante Drive, #415, San Jose, California 95134, 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 CONTENT OFFERS BASED ON SOCIAL INFLUENCES, filed August 9, 2011, and assigned U.S. Serial Number 13/206,292, 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.

Date: 08/02/11


PING WU

Witnessed by: 

Date: 08/02/11

Signature

PRIYA GUPTA

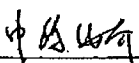
Typed or Printed Name

1454 Whitewood Ct,
San Jose CA 95131

Witness Address

Date: 02 AUG 2011


JENNIFER W. LIN

Witnessed by: 

Date: 8/2/11

Signature

Kaisuke Nakajima

Typed or Printed Name

180 Alicante Drive, #415
San Jose, CA 95134

Witness Address

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