

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>Shibl MOURAD</td> <td>02/21/2012</td> </tr> <tr> <td>Caitlin Kelly PHILLIPS</td> <td>02/21/2012</td> </tr> <tr> <td>Marc-Antoine COURTEAU</td> <td>02/21/2012</td> </tr> <tr> <td>Philippe BEAUDOIN</td> <td>02/21/2012</td> </tr> </tbody> </table> | | Name | Execution Date | Shibl MOURAD | 02/21/2012 | Caitlin Kelly PHILLIPS | 02/21/2012 | Marc-Antoine COURTEAU | 02/21/2012 | Philippe BEAUDOIN | 02/21/2012 |
| Name | Execution Date | | | | | | | | | | |
| Shibl MOURAD | 02/21/2012 | | | | | | | | | | |
| Caitlin Kelly PHILLIPS | 02/21/2012 | | | | | | | | | | |
| Marc-Antoine COURTEAU | 02/21/2012 | | | | | | | | | | |
| Philippe BEAUDOIN | 02/21/2012 | | | | | | | | | | |
| 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>13406467</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 13406467 | | | | | | |
| Property Type | Number | | | | | | | | | | |
| Application Number: | 13406467 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| Fax Number: | (949)851-9348 | | | | | | | | | | |
| Phone: | 9498510633 | | | | | | | | | | |
| Email: | AFredericks@mwe.com, MWEIPDOCKET@mwe.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: | Andrew D. Mickelsen | | | | | | | | | | |
| Address Line 1: | 4 Park Plaza | | | | | | | | | | |
| Address Line 2: | Suite 1700 | | | | | | | | | | |
| Address Line 4: | Irvine, CALIFORNIA 92614 | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 087868-0769 | | | | | | | | | | |
| NAME OF SUBMITTER: | Andrew D. Mickelsen, Reg. No. 50,957 | | | | | | | | | | |

CH \$40.00 13406467

Total Attachments: 5

source=087868-0769_Assignment#page1.tif

source=087868-0769_Assignment#page2.tif

source=087868-0769_Assignment#page3.tif

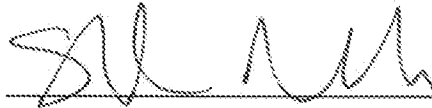
source=087868-0769_Assignment#page4.tif

source=087868-0769_Assignment#page5.tif

ASSIGNMENT


For valuable consideration, we, Shibl Mourad of 37 Terraces les Hautvilliers, Montreal, Quebec H2V 4P1, Canada; Caitlin Kelly Phillips of 5390 Rue Hutchison, Outremont, Quebec H2V 4B3, Canada; Marc-Antoine Courteau of 4404 rue Ernest-Gendreau, Montreal, Quebec H1X 3J3, Canada; and Philippe Beaudoin of 590 Mitchell Avenue, Mont-Royal, Quebec H3R 1L4, Canada, 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 ANONYMOUS PERSONALIZED RECOMMENDATION METHOD, filed February 27, 2012, and assigned U.S. Application Number 13/406,467, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and application 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: 2012-2-21



Shibl Mourad

Witnessed by:



Signature

Marc-Antoine Courteau

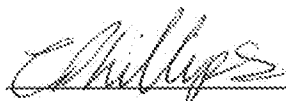
Typed or Printed Name

4404 rue Ernest-Gendreau

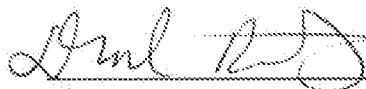
Montréal, QC, H1X 3J3

Witness Address

Date: 21/02/2012


Caitlin Kelly Phillips

Witnessed by:



Signature

21/02/2012 Daniel Pomerantz

Typed or Printed Name

5390 Hutchison

Montreal, Qc H2V-4B3

Witness Address

Date: 21/02/2012

M. A. Courteau

Marc-Antoine Courteau

Witnessed by:



Signature

Philippe BEAUDOIN

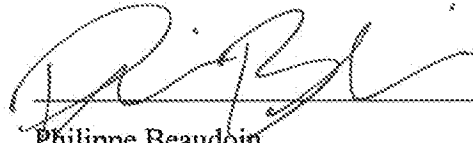
Typed or Printed Name

590 Mitchell

Mont-Royal, Qc, H3R 1L4

Witness Address

Date: 21/02/2012


Philippe Beaudoin

Witnessed by:



Signature

Marc-Antoine Courteau

Typed or Printed Name

4404 rue Ernest-Gendreau

Montréal, QC, H1X 3J3

Witness Address