

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>Christopher LaRosa</td> <td>03/11/2012</td> </tr> <tr> <td>Horia Ciurdar</td> <td>01/30/2012</td> </tr> <tr> <td>Audrey Doronichev</td> <td>03/08/2012</td> </tr> </tbody> </table>		Name	Execution Date	Christopher LaRosa	03/11/2012	Horia Ciurdar	01/30/2012	Audrey Doronichev	03/08/2012
Name	Execution Date								
Christopher LaRosa	03/11/2012								
Horia Ciurdar	01/30/2012								
Audrey Doronichev	03/08/2012								
RECEIVING PARTY DATA									
Name:	Google Inc.								
Street Address:	1600 Amphitheatre Parkway								
Internal Address:	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>13349205</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13349205				
Property Type	Number								
Application Number:	13349205								
CORRESPONDENCE DATA									
Fax Number:	(415)281-1350								
Phone:	415-875-2358								
Email:	dbrownstone@fenwick.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:	Daniel R Brownstone								
Address Line 1:	555 California St. FL 12								
Address Line 4:	San Francisco, CALIFORNIA 94104								
ATTORNEY DOCKET NUMBER:	24207-19565								
NAME OF SUBMITTER:	Daniel R. Brownstone, Reg. No. 46,581								
Total Attachments: 4 source=19565_US_Executed_Assignment#page1.tif source=19565_US_Executed_Assignment#page2.tif source=19565_US_Executed_Assignment#page3.tif source=19565_US_Executed_Assignment#page4.tif									

CH \$40.00 13349205

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. **13/349,205**, entitled "**Programmable, Interactive Content Viewing on a Mobile Video Application**" filed on **January 12, 2012**, which claims priority from a provisional application, filed on January 12, 2011, now bearing US Application No. 61/432,196.

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.

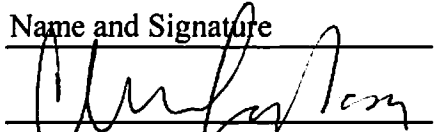
INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and 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: **Programmable, Interactive Content Viewing on a Mobile Video Application**
Filed: **January 12, 2012**
Application No.: **13/349,205**

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 _____


Christopher LaRosa

Date of Signature _____
3/11/2012 ~~2011~~

Name and Signature _____

Horia Ciurdar

Date of Signature _____
_____, 2012

Name and Signature _____

Andrey Doronichev

Date of Signature _____
_____, 2012

Name and Signature _____

Date of Signature _____

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<u>Name and Signature</u>	<u>Date of Signature</u>
Christopher LaRosa	, 2011

<u>Name and Signature</u>	<u>Date of Signature</u>
	30 JANUARY , 2012
Horia Ciurdar	

<u>Name and Signature</u>	<u>Date of Signature</u>
Andrey Doronichev	, 2012

<u>Name and Signature</u>	<u>Date of Signature</u>

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Christopher LaRosa	, 2011

<u>Name and Signature</u>	<u>Date of Signature</u>
<hr/>	<hr/>
Horia Ciurdar	, 2012

<u>Name and Signature</u>	<u>Date of Signature</u>
 Andrey Doronichev	<u>08 March</u> , 2012

<u>Name and Signature</u>	<u>Date of Signature</u>
<hr/>	<hr/>