

## 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>David P. Conway</td> <td>12/16/2010</td> </tr> </tbody> </table>		Name	Execution Date	David P. Conway	12/16/2010						
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RECEIVING PARTY DATA											
<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											
Fax Number:	(877)769-7945										
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Total Attachments: 1 source=assignment#page1.tif											

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**ASSIGNMENT**

For valuable consideration, I, DAVID P. CONWAY of 928 Golden Way, Los Altos, CA 94024, 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 me, entitled DYNAMIC PRICING OF ELECTRONIC CONTENT, filed \_\_\_\_\_ and assigned U.S. Serial Number \_\_\_\_\_, and I 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 I authorize the Assignee to apply in all countries in my 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 I agree for me and my 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.

  
 \_\_\_\_\_  
 DAVID P. CONWAY

Witnessed by:

Anurag Agrawal  
 \_\_\_\_\_  
 Signature

Date: 12/16/10

ANURAG AGRAWAL  
 \_\_\_\_\_  
 Typed or Printed Name

634 Hamilton Ave  
Palo Alto, CA 94301  
 \_\_\_\_\_  
 Witness Address

50750051