

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>Seyed Vahab Mirrokni Banadaki</td> <td>04/30/2012</td> </tr> <tr> <td>Anand Bhalgat</td> <td>04/24/2012</td> </tr> <tr> <td>Jon Feldman</td> <td>04/30/2012</td> </tr> </tbody> </table>		Name	Execution Date	Seyed Vahab Mirrokni Banadaki	04/30/2012	Anand Bhalgat	04/24/2012	Jon Feldman	04/30/2012
Name	Execution Date								
Seyed Vahab Mirrokni Banadaki	04/30/2012								
Anand Bhalgat	04/24/2012								
Jon Feldman	04/30/2012								
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>13446901</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13446901				
Property Type	Number								
Application Number:	13446901								
CORRESPONDENCE DATA									
Fax Number:	(617)542-8906								
Phone:	617-542-5070								
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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:	Eric J Keller								
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ATTORNEY DOCKET NUMBER:	16113-3361001								
NAME OF SUBMITTER:	Lesley J. Arcidy								
<p>Total Attachments: 6 source=GP-3901-01USAssignment#page1.tif</p>									

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ASSIGNMENT

For valuable consideration, we, SEYED VAHAB MIRROKNI BANADAKI of New York, NY 10025, ANAND BHALGAT of Philadelphia, PA 19104, and JON FELDMAN of New York, NY 10025, 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 ONLINE ALLOCATION OF CONTENT ITEMS WITH SMOOTH DELIVERY., filed April 13, 2012, and assigned U.S. Serial Number 13/446,901, 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.

U.S. Mirad
SEYED VAHAB MIRROKNI BANADAKI

Witnessed by:

[Signature]
Signature

Date: April, 30, 2012

SILVIO LATTANZI
Typed or Printed Name

141 WEST 10TH
STREET NEW YORK
Witness Address

ANAND BHALGAT

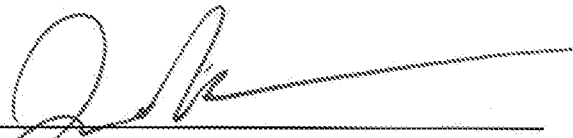
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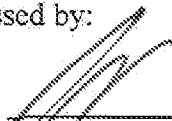
Typed or Printed Name

Witness Address



JON FELDMAN

Witnessed by:



Signature

Date: 4-30-2012

Mike Schulman
Typed or Printed Name

44 E. 12th Apt 2 E
New York, NY 10003
Witness Address

ASSIGNMENT

For valuable consideration, we, SEYED VAHAB MIRROKNI BANADAKI of New York, NY 10025, ANAND BHALGAT of Philadelphia, PA 19104, and JON FELDMAN of New York, NY 10025, 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 ONLINE ALLOCATION OF CONTENT ITEMS WITH SMOOTH DELIVERY, filed April 13, 2012, and assigned U.S. Serial Number 13/446,901, 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.

SEYED VAHAB MIRROKNI BANADAKI

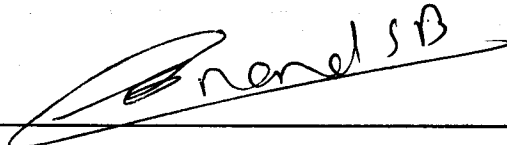
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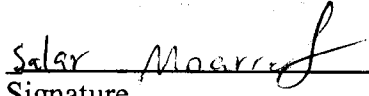
Typed or Printed Name

Witness Address



ANAND BHALGAT

Witnessed by:


Signature

Date: 04/24/12

SALAR MOARREF
Typed or Printed Name

4224 OSage Ave.

Apt 410, Philadelphia, PA 19104
Witness Address

JON FELDMAN

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

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