

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>Scott S. Benson</td> <td>08/06/2007</td> </tr> <tr> <td>Simon Tong</td> <td>08/06/2007</td> </tr> </tbody> </table>		Name	Execution Date	Scott S. Benson	08/06/2007	Simon Tong	08/06/2007
Name	Execution Date						
Scott S. Benson	08/06/2007						
Simon Tong	08/06/2007						
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>13437173</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13437173		
Property Type	Number						
Application Number:	13437173						
CORRESPONDENCE DATA							
Fax Number:	(877)769-7945						
Phone:	(404) 724-2839						
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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:	Andy Thomson						
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ATTORNEY DOCKET NUMBER:	16113-0735002						
NAME OF SUBMITTER:	Kristi A. Holmlund						
Total Attachments: 2 source=0735Assignment#page1.tif source=0735Assignment#page2.tif							

CH \$40.00 13437173

Attorney's Docket No.: 16113-735001
Client's Ref. No.: GP-1281-00-US

ASSIGNMENT

For valuable consideration, we, SCOTT S. BENSON of 2398 Shoreside Court, Santa Clara, CA 95054, SIMON TONG of 2400 West El Camino Real #709, Mountain View, CA 94040, 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 Automatic Adjustment of Advertiser Bids to Equalize Cost-Per-Conversion Among Publishers For an Advertisement, filed July 30, 2007, and assigned U.S. Serial Number 11/830,728, 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.

PATENT

REEL: 028325 FRAME: 0314

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Attorney's Docket No.: 16113-735001
Client's Ref. No.: GP-1281-00-US

Scott S. Benson

SCOTT S. BENSON

Witnessed by:

Karl Pfeeger
Signature

Date: 8/6/07

Karl Pfeeger
Typed or Printed Name

1600 Amphitheater Parkway, 842
Mountain View, CA 94043
Witness Address

Simon Tong
SIMON TONG

Witnessed by:

~~XXXXXXXXXX~~ *Karl Pfeeger*
Signature

Date: 8/6/07

Karl Pfeeger
Typed or Printed Name

1600 Amphitheater Parkway, 842
Mountain View, CA 94043
Witness Address

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