

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>HUAZHONG NING</td> <td>06/13/2012</td> </tr> <tr> <td>ZHEN LI</td> <td>06/13/2012</td> </tr> <tr> <td>HRISHIKESH ARADHYE</td> <td>06/13/2012</td> </tr> </tbody> </table>	Name	Execution Date	HUAZHONG NING	06/13/2012	ZHEN LI	06/13/2012	HRISHIKESH ARADHYE	06/13/2012	
Name	Execution Date								
HUAZHONG NING	06/13/2012								
ZHEN LI	06/13/2012								
HRISHIKESH ARADHYE	06/13/2012								
RECEIVING PARTY DATA									
Name:	Google Inc.								
Street Address:	1600 Amphitheatre Parkway								
City:	Mountain View								
State/Country:	CALIFORNIA								
Postal Code:	94043								
PROPERTY NUMBERS Total: 1									
Property Type	Number								
Application Number:	13517767								
CORRESPONDENCE DATA									
Fax Number:	(248)649-3338								
Phone:	2486493333								
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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:	Young Basile Hanlon & MacFarlane, P.C.								
Address Line 1:	3001 West Big Beaver Road, Ste 624								
Address Line 4:	Troy, MICHIGAN 48084								
ATTORNEY DOCKET NUMBER:	GOGL-762-A								
NAME OF SUBMITTER:	Andrew R. Basile, Jr.								
Total Attachments: 3 source=GOGL762A_ExecutedAssignment#page1.tif source=GOGL762A_ExecutedAssignment#page2.tif source=GOGL762A_ExecutedAssignment#page3.tif									

CH \$40.00 13517767

ASSIGNMENT AND AGREEMENT

WHEREAS, **HUAZHONG NING** of San Jose, California; **ZHEN LI** of Urbana, Illinois; and **HRISHIKESH ARADHYE** of Santa Clara, California (hereinafter referred to as "ASSIGNOR") has invented a certain invention entitled **LATENT USER MODELS FOR PERSONALIZED RANKING** as set forth in this United States Patent Application,

☐ executed concurrently herewith

☐ executed on

■ Serial No. 13/517,767 Filed June 14, 2012

WHEREAS, Google Inc., a corporation organized under the laws of the state of Delaware, having a place of business at 1600 Amphitheatre Parkway, Mountain View, CA 94043, ("ASSIGNEE"), desires to acquire the entire right, title, and interest in and to said invention;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto ASSIGNEE, its successors and assigns, the full and exclusive right, title, and interest in and to (a) the above-identified invention or inventions and all improvements and modifications thereof, (b) the above-identified application and all other applications for Letters Patent of the United States and countries foreign thereto for the above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from said applications in the United States and countries foreign thereto, (d) all divisions, continuations, reissues, and extensions of said applications and Letters Patent, and (e) the right to claim for any of said applications the full benefits and priority rights under the International Convention and any other international agreement to which the United States adheres; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

ASSIGNOR HEREBY AUTHORIZES AND REQUESTS the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE as assignee of the entire interest, for the sole use and benefit of ASSIGNEE, its successors and assigns.

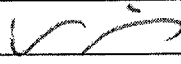
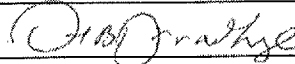
ASSIGNOR HEREBY AGREES (a) to communicate to ASSIGNEE, its successors and assigns, or their representatives or agents, all facts and information known or available to ASSIGNOR respecting said invention or inventions, improvements, and modifications including evidence for interference, reexamination, reissue, opposition, revocation, extension, or infringement purposes or other legal, judicial, or administrative proceedings, whenever requested by ASSIGNEE; (b) to testify in person or by affidavit as required by ASSIGNEE, its successors and assigns, in any such proceeding in the United States or a country foreign thereto; (c) to execute and deliver, upon request by ASSIGNEE, all lawful papers including, but not limited to, original, divisional, continuation, and reissue applications, renewals, assignments, powers of attorney, oaths,

affidavits, declarations, depositions; and (d) to provide all reasonable assistance to ASSIGNEE, its successors and assigns, in obtaining and enforcing proper title in and protection for said invention or inventions, improvements, and modifications under the intellectual property laws of the United States and countries foreign thereto.

ASSIGNOR HEREBY REPRESENTS AND WARRANTS that ASSIGNOR has the full and unencumbered right to sell, assign, and transfer the interests sold, assigned, and transferred herein, and that ASSIGNOR has not executed and will not execute any document or instrument in conflict herewith.

ASSIGNOR HEREBY GRANTS to the law firm of Young Basile Hanlon & MacFarlane, P.C. the power and authority to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

ASSIGNOR UNDERSTANDS AND AGREES that the attorneys and agents of the law firm of Young Basile Hanlon & MacFarlane, P.C. do not personally represent ASSIGNOR or ASSIGNOR's legal interests, but instead represent the interests of ASSIGNEE; since said attorneys and agents cannot provide legal advice to ASSIGNOR with respect to this Assignment, ASSIGNOR acknowledges its right to seek its own independent legal counsel.

NAME(S) AND SIGNATURE OF ASSIGNOR		
Name: Huazhong Ning	Signature: 	Date: 6/13/2012
Name: Zhen Li	Signature:	Date:
Name: Hrishikesh Aradhye	Signature: 	Date: 6/13/2012

Note: *Prima facie* evidence of execution may optionally be obtained by execution of this document before a U.S. Consul or before a local officer authorized to administer oaths whose authority is proved by a certificate from a U.S. Consul.

Attorney Docket No.: GOGL-762-A

affidavits, declarations, depositions; and (d) to provide all reasonable assistance to ASSIGNEE, its successors and assigns, in obtaining and enforcing proper title in and protection for said invention or inventions, improvements, and modifications under the intellectual property laws of the United States and countries foreign thereto.

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Name: Huazhong Ning	Signature:	Date:
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