

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>Jessica Staddon</td> <td>06/04/2012</td> </tr> <tr> <td>Andrew Tomkins</td> <td>06/11/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jessica Staddon	06/04/2012	Andrew Tomkins	06/11/2012				
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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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Application Number:	13470135										
CORRESPONDENCE DATA											
Fax Number:	(801)355-0160										
Phone:	8012589835										
Email:	patents@patentlawworks.net										
<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:	Kanda V. Ishihara										
Address Line 1:	165 South Main Street, Second Floor										
Address Line 4:	Salt Lake City, UTAH 84111										
ATTORNEY DOCKET NUMBER:	10029-03014 US										
NAME OF SUBMITTER:	Kanda V. Ishihara										
<p>Total Attachments: 3 source=03014 US 2012-06-18 - Annotated Assignment#page1.tif source=03014 US 2012-06-18 - Annotated Assignment#page2.tif source=03014 US 2012-06-18 - Annotated Assignment#page3.tif</p>											

OP \$40.00 13470135

PATENT

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, 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 provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **CUSTOMIZING ANNOTATIONS FOR ONLINE CONTENT** ("APPLICATION"), which:

- having a filing date of May 11, 2012, and bearing U.S. application serial number 13/470,135.

- The APPLICATION claims the benefit of a provisional application, filed on _____, now bearing U.S. application serial number _____.

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: **CUSTOMIZED ANNOTATIONS FOR ONLINE ARTICLES**
Filed: **May 11, 2012**
Application No.: **13/470,135**

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 _____



Jessica Staddon

Date of Signature _____

6/4/12

Name and Signature _____

Andrew Tomkins

Date of Signature _____

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Name and Signature _____

Date of Signature _____

Jessica Staddon

Name and Signature _____

Date of Signature _____

Andrew Tomkins

June 11, 2012