

## 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>Nick Salvatore Arini</td> <td>05/30/2012</td> </tr> <tr> <td>Simon Michael Rowe</td> <td>05/30/2012</td> </tr> </tbody> </table>		Name	Execution Date	Nick Salvatore Arini	05/30/2012	Simon Michael Rowe	05/30/2012				
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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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CORRESPONDENCE DATA											
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Correspondent Name:	Douglas J. Crisman										
Address Line 1:	Morgan, Lewis & Bockius LLP										
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ATTORNEY DOCKET NUMBER:	60963-5815-US										
NAME OF SUBMITTER:	Douglas J. Crisman										
Total Attachments: 1 source=60963-5815-US_ExecutedAssignment#page1.tif											

CH \$40.00 13485759

ASSIGNMENT

WHEREAS, WE, Nick Salvatore Arini, citizen of United Kingdom/Italy, residing in Southampton, United Kingdom; and Simon Michael Rowe, citizen of United Kingdom, residing in Berkshire, United Kingdom, ASSIGNORS, are the inventors of the invention in Systems and Methods of Tracking Online Advertisement Exposure, described in an application for a Patent of the United States

- which is executed on  even date herewith
- which is identified by Morgan, Lewis & Bockius LLP docket no. 60963-5815-US
- which was filed on \_\_\_\_\_, Application No. \_\_\_\_\_
- which claims priority on U.S. Provisional Patent Application No(s). \_\_\_\_\_
- We hereby authorize and request our attorney, Douglas J. Crisman, of Morgan, Lewis & Bockius LLP, to insert here in parenthesis (Application number 131485,759, filed May 31, 2012) the filing date and application number of said application when known.

and WHEREAS, GOOGLE INC., ASSIGNEE, having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and any substitute applications therefore, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; the said United States provisional patent application(s), if any, on which the said United States application claims priority; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application and said United States provisional patent application(s), if any, under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

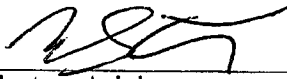
AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

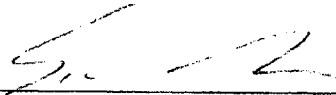
AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We herunto set our hands and seals the day and year set opposite our respective signatures.

Date 30/5/12

  
\_\_\_\_\_  
Nick Salvatore Arini L.S.

Date 30/5/2012

  
\_\_\_\_\_  
Simon Michael Rowe L.S.

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