

## 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>Jia Liu</td> <td>07/12/2012</td> </tr> <tr> <td>Yijian Bai</td> <td>07/12/2012</td> </tr> <tr> <td>Manojav Patil</td> <td>07/13/2012</td> </tr> <tr> <td>Deepak Ravichandran</td> <td>07/10/2012</td> </tr> <tr> <td>Sittichai Jiampojamarn</td> <td>07/10/2012</td> </tr> <tr> <td>Shankar Ponnekanti</td> <td>07/12/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jia Liu	07/12/2012	Yijian Bai	07/12/2012	Manojav Patil	07/13/2012	Deepak Ravichandran	07/10/2012	Sittichai Jiampojamarn	07/10/2012	Shankar Ponnekanti	07/12/2012
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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:	13550073														
CORRESPONDENCE DATA															
Fax Number:	(202)672-5399														
Phone:	202.945.6052														
Email:	WashingtonIPDocketing@foley.com, kcox-baione@foley.com														
<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:	Kimberley Cox-Baione														
Address Line 1:	3000 K Street														
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20007														
ATTORNEY DOCKET NUMBER:	098981-0421														

OP \$40.00 13550073

NAME OF SUBMITTER:

Kimberley A. Cox-Baione

Total Attachments: 4

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**ASSIGNMENT - WORLDWIDE**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor (hereinafter referred to singly and collectively as "ASSIGNOR") has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto

**Google Inc.  
1600 Amphitheatre Parkway  
Mountain View, California 94043**

(hereinafter referred to as "ASSIGNEE") its successors and assigns, the full and exclusive right, title and interest for the United States, its territories and possessions, and all foreign countries in and to this invention relating to

**ADJUST SIMILAR USERS IDENTIFICATION BASED ON PERFORMANCE  
FEEDBACK**

as set forth in this United States Patent Application

*check one*      executed concurrently herewith,  
                   executed on \_\_\_\_\_,  
                   Serial No. \_\_\_\_\_, filed \_\_\_\_\_

as well as in and to (a) all improvements and modifications of the above-identified invention or inventions, (b) the above-identified application and all other applications for Letters Patent of the United States and countries foreign thereto for 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 Patent Cooperation Treaty, the Paris Convention and any other international agreement; 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 ASSIGNEE to file patent applications in any or all countries on the above-identified invention or inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable under the International Convention or otherwise.

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 representative 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, and 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 **Foley & Lardner LLP** 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 **Foley & Lardner LLP** 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 AND SIGNATURE OF INVENTOR**

NAME: **JIA LIU**

SIGNATURE: 


DATE: 07/12/2012

**NAME AND SIGNATURE OF WITNESSES**

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME AND SIGNATURE OF INVENTOR

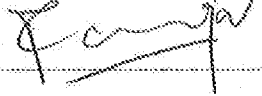
NAME: YIJIAN BAI SIGNATURE:  DATE: 7/12/12

NAME AND SIGNATURE OF WITNESSES

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME AND SIGNATURE OF INVENTOR

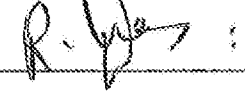
NAME: MANOJAV PATIL SIGNATURE:  DATE: 13 JULY 2012

NAME AND SIGNATURE OF WITNESSES

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME AND SIGNATURE OF INVENTOR

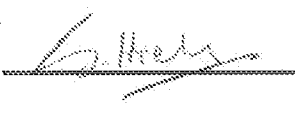
NAME: DEEPAK RAVICHANDRAN SIGNATURE:  DATE: JULY 10, 2012

NAME AND SIGNATURE OF WITNESSES

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME AND SIGNATURE OF INVENTOR

NAME: SITTICHAJ JIAMPOJAMARN SIGNATURE:  DATE: July 10, 2012

NAME AND SIGNATURE OF WITNESSES

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**NAME AND SIGNATURE OF INVENTOR**

NAME: SHANKAR PONNEKANTI

SIGNATURE:



DATE: July 12, 2012

**NAME AND SIGNATURE OF WITNESSES**

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Note: *Prima facie* evidence of execution may optionally be obtained by execution 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.