

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT																						
NATURE OF CONVEYANCE:	ASSIGNMENT																						
CONVEYING PARTY DATA																							
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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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PROPERTY NUMBERS Total: 1																							
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CORRESPONDENCE DATA																							
<p>Fax Number:</p> <p>Phone: 571-432-0800</p> <p>Email: mtaylor@harrityllp.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: HARRITY & HARRITY, LLP</p>																							

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Address Line 4:	Fairfax, VIRGINIA 22030

ATTORNEY DOCKET NUMBER:	0026-0432
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NAME OF SUBMITTER:	Paul M. Gurzo
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JOINT TO CORPORATE ASSIGNMENT

WHEREAS, the undersigned,

- | | |
|---|---|
| (1) Zhiyi Xie
Room 402, Building 29, No.1585,
Zhengli Road
Shanghai, China | (2) Varun Kacholia
1220 N Fair Oaks Ave.
Sunnyvale, CA 94089 |
| (3) Minya Dai
1145 N Abbott Ave
Milpitas, CA 95035 | (4) Patrick Hung
2451 Toyon Way
San Bruno, CA 94066 |
| (5) Kun Zhang
2310 Rock St, #1
Mountain View, CA 94043 | (6) Jonathan Eng
17027 Glenfold Dr
Hacienda Heights, CA 91745 |
| (7) Nicola Muscettola
568 Gresham Avenue
Sunnyvale, CA 94085 | (8) Omer Bar-or
1075 Space Park Way #110
Mountain View, CA 94043 |
| (9) Aparna Chennapragada
100 N. Whisman Rd. Apt. 3612
Mountain View, CA 94043 | (10) Nitin Khandelwal
707 Continental Cr, Apt 214
Mountain View, CA 94040 * |

hereinafter termed "Inventors", have invented certain new and useful improvements in

MATCHING VIDEO CONTENT TO VIDEO BIBLIOGRAPHIC DATA

have filed a provisional application in the U.S. Patent and Trademark Office disclosing and identifying the above invention on **15 August 2011** as **Application No. 61/523,809** and have filed a non-provisional application in the U.S. Patent and Trademark Office disclosing and identifying the above invention on 3 Jan 2012 as **Application No. 13/342,617**, and have filed an international patent application disclosing and identifying the above invention on _____ as PCT Application No. _____; OR are filing such an application herewith, and have executed an oath or declaration of inventorship for such application on:

- | | |
|--|---|
| (1) the <u>19</u> day of <u>December</u> , 2011; | (2) the <u>3</u> day of <u>December</u> , 2011; |
| (3) the <u>13</u> day of <u>December</u> , 2011; | (4) the <u>14</u> day of <u>December</u> , 2011; |
| (5) the <u>6</u> day of <u>December</u> , 2011; | (6) the <u>13</u> day of <u>December</u> , 2011; |
| (7) the <u>14</u> day of <u>December</u> , 2011; | (8) the <u>19</u> day of <u>December</u> , 2011; |
| (9) the <u>13</u> day of <u>December</u> , 2011; | (10) the <u>14</u> day of <u>December</u> , 2011. |

(hereinafter termed "applications"); and

WHEREAS, **Google Inc.**, a corporation of Delaware, having a place of business at **1600 Amphitheatre Parkway, Mountain View, CA 94043** (hereinafter termed "Assignee"), is desirous of acquiring the entire right, title and interest in and to said applications and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventor (all collectively

hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries.

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventors to have been received in full from said Assignee:

1. Said Inventors do hereby jointly and severally sell, assign, transfer and convey unto said Assignee the entire right, title and interest (a) in and to said applications and said invention; (b) in and to all rights to apply for foreign patents on said invention pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all applications filed and any and all patents granted on said invention in the United States or any foreign country, including each and every application filed and each and every patent granted on any application which is a divisional, substitution, continuation, or continuation-in-part of any of said applications; and (d) in and to each and every reissue or extensions of any of said patents.

2. Said Inventors hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and foreign countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (d) for filing and prosecuting applications for reissuance of any said patents; (e) for interference or other priority proceedings involving said invention; and (f) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation reissues and reexaminations, opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, the inventors' respective heirs, legal representatives and assigns.

4. Said Inventors hereby warrant and represent that said inventors have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

5. Said Inventors hereby authorizes any of the following attorneys:
Mark A. Haynes, Ernest J. Boffel, Jr., Warren S. Wolfeld, James F. Hann, Kenta Suzue, Jonathan Putnam, Ryan Davis and Yiding Wu to (a) insert the date of execution of the oath or declaration of inventorship, and (b) insert the application number and filing date of this application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated below.

Dated: Dec 19, 2011

Zhiyi Xie (谢之易)
Zhiyi Xie

Dated: _____

Varun Kacholia

Dated: _____

Minya Dai

hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries.

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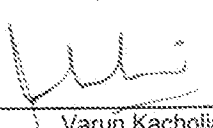
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Dated: _____

Zhiyi Xie

Dated: 12/3/2011



Varun Kacholia

Dated: _____

Minya Dai

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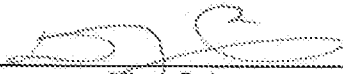
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Dated: _____

Varun Kacholia

Dated: 12/13/2011



Minya Dai

Dated: 14 DEC 2011



Patrick Hung

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Jonathan Eng

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Nicola Muscettola

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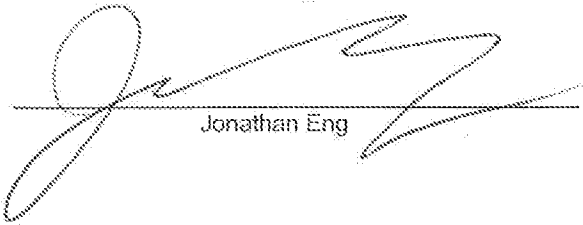
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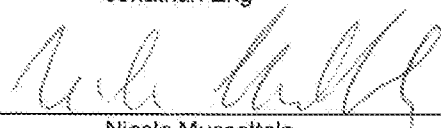
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Omer Bar-or

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Dated: _____

Kun Zhang

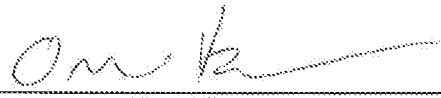
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Nicola Muscettola

Dated: 12/19/2011


Omer Bar-or

Dated: _____

Aparna Chennapragada

Dated: 12/14/2011


Nitin Khandelwal