

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Justin Lewis KOSSLYN</td> <td>08/03/2012</td> </tr> <tr> <td>Sucharitha VASUDEVAN</td> <td>08/16/2012</td> </tr> </tbody> </table>		Name	Execution Date	Justin Lewis KOSSLYN	08/03/2012	Sucharitha VASUDEVAN	08/16/2012				
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Justin Lewis KOSSLYN	08/03/2012										
Sucharitha VASUDEVAN	08/16/2012										
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											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13591219</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13591219						
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Application Number:	13591219										
CORRESPONDENCE DATA											
Fax Number:	9498519348										
Phone:	(949)851-0633										
Email:	mweipdocket@mwe.com, aespinoza@mwe.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:	McDermott Will & Emery LLP										
Address Line 1:	4 Park Plaza, Suite 1700										
Address Line 4:	Irvine, CALIFORNIA 92614-2559										
ATTORNEY DOCKET NUMBER:	087868-0563										
NAME OF SUBMITTER:	Mark J. Itri, Reg. No. 36,171										
<p>Total Attachments: 3 source=087868-0563_Assignment#page1.tif source=087868-0563_Assignment#page2.tif source=087868-0563_Assignment#page3.tif</p>											

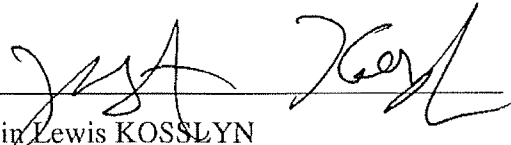
CH \$40.00 13591219

PATENT

ASSIGNMENT

For valuable consideration, WE, Justin Lewis KOSSLYN having an address at 1600 Amphitheatre Parkway, Mountain View, California 94043; and Sucharitha VASUDEVAN of A203, Salarpuria Silverwoods, Varthur Road, CV Raman Nagar, Bangalore, Karnataka, India 560093 hereby assign to: Google Inc., a corporation of Delaware having a place of business at: 1600 Amphitheatre Parkway, Mountain View, California 94043; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled PERSONALIZED CONTENT ACCESS PROMPT, filed August 21, 2012, and assigned U.S. Serial Number 13/591,219, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Date: 8/3/2012


Justin Lewis KOSSLYN

Witnessed by:


Signature

ABBI TATON
Typed or Printed Name

76 NINTH AVE
NY NY 10011
Witness Address

Date: _____

Sucharitha VASUDEVAN

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: _____

Justin Lewis KOSSLYN

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: 16/08/2012

Sucharitha V
Sucharitha VASUDEVAN

Witnessed by:

[Signature]
Signature

KARTIK SINGH
Typed or Printed Name

B-14, J.A.R.I., PUSA CAMPUS
NEW DELHI - 110012
Witness Address