

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Linus Chou</td><td>08/28/2012</td></tr> <tr><td>Jonathan Klem</td><td>08/14/2012</td></tr> <tr><td>James H. Koh</td><td>08/14/2012</td></tr> <tr><td>James E. Stewart</td><td>08/14/2012</td></tr> <tr><td>Eric W. Ewald</td><td>08/14/2012</td></tr> <tr><td>Andrey Petrov</td><td>08/14/2012</td></tr> <tr><td>Carolyn R. Marshall</td><td>08/16/2012</td></tr> <tr><td>Paul Sliwowski</td><td>08/29/2012</td></tr> <tr><td>Paul J. Baker</td><td>08/14/2012</td></tr> <tr><td>Maciej Babinski</td><td>08/14/2012</td></tr> <tr><td>Jige Yu</td><td>08/14/2012</td></tr> <tr><td>Jacob B. Matthews</td><td>08/14/2012</td></tr> </tbody> </table>		Name	Execution Date	Linus Chou	08/28/2012	Jonathan Klem	08/14/2012	James H. Koh	08/14/2012	James E. Stewart	08/14/2012	Eric W. Ewald	08/14/2012	Andrey Petrov	08/14/2012	Carolyn R. Marshall	08/16/2012	Paul Sliwowski	08/29/2012	Paul J. Baker	08/14/2012	Maciej Babinski	08/14/2012	Jige Yu	08/14/2012	Jacob B. Matthews	08/14/2012
Name	Execution Date																										
Linus Chou	08/28/2012																										
Jonathan Klem	08/14/2012																										
James H. Koh	08/14/2012																										
James E. Stewart	08/14/2012																										
Eric W. Ewald	08/14/2012																										
Andrey Petrov	08/14/2012																										
Carolyn R. Marshall	08/16/2012																										
Paul Sliwowski	08/29/2012																										
Paul J. Baker	08/14/2012																										
Maciej Babinski	08/14/2012																										
Jige Yu	08/14/2012																										
Jacob B. Matthews	08/14/2012																										
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																
Name:	Google Inc.																										
Street Address:	1600 Amphitheatre Parkway																										
City:	Mountain View																										
State/Country:	CALIFORNIA																										
Postal Code:	94043																										
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>13600120</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13600120																						
Property Type	Number																										
Application Number:	13600120																										
CORRESPONDENCE DATA																											
Fax Number:	9498519348																										
Phone:	9498510633																										
Email:	mweipdocket@mwe.com																										
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent																											

CH \$40.00 13600120

via US Mail.

Correspondent Name: McDermott Will & Emery LLP
Address Line 1: 4 Park Plaza
Address Line 2: Suite 1700
Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:

090364-0293

NAME OF SUBMITTER:

Mark J. Itri, Reg. No. 36,171


Total Attachments: 13

source=090364-0293_Assignment#page1.tif
source=090364-0293_Assignment#page2.tif
source=090364-0293_Assignment#page3.tif
source=090364-0293_Assignment#page4.tif
source=090364-0293_Assignment#page5.tif
source=090364-0293_Assignment#page6.tif
source=090364-0293_Assignment#page7.tif
source=090364-0293_Assignment#page8.tif
source=090364-0293_Assignment#page9.tif
source=090364-0293_Assignment#page10.tif
source=090364-0293_Assignment#page11.tif
source=090364-0293_Assignment#page12.tif
source=090364-0293_Assignment#page13.tif

ASSIGNMENT


For valuable consideration, we, Linus CHOU of 673 Brannan St. Apt. 514, San Francisco, California 94107, Jonathan KLEM of 901 N. Lombard Ave, Oak Park, Illinois 60302, James H. KOH of 5040 N. Mozart St., Chicago, Illinois 60625, James E. STEWART of 100 N. Whisman Rd #313, Mountain View, California 94043, Eric W. EWALD of 1070 Ayer Drive, Gilroy, California 95020, Andrey PETROV of 1547 Montellano Dr., San Jose, California 95120, Carolyn R. MARSHALL of 28 Walsh Crescent, Stratford, Ontario N5A7X8 Canada, Paul SLIWOWSKI of 3839 Divisadero St Apt. 303, San Francisco, California 94123, Paul J. BAKER of 655 W. Irving Park Rd. Apt. 2601, Chicago, Illinois 60613, Maciej BABINSKI of 2113 N. Kedzie Ave. Unit E, Chicago, Illinois 60647, Jige YU of 3132 Concord Ct., Northbrook, Illinois 60062, and Jacob B. MATTHEWS of 1 W. Superior St., Apt. 4811, Chicago, Illinois 60654 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 USER ASSOCIATION ATTRIBUTION SYSTEM, filed August 30, 2012, and assigned U.S. Application Number 13 / 600, 120, 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 my 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: 8/28/12



Linus CHOU

Witnessed by:



Signature


Wei Xu

Typed or Printed Name

11248 Catalina Ct.
Cupertino, CA 95014

Witness Address

Date: 8.14.2012



Jonathan KLEM


Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: Aug. 14, 2012



James H. KOH

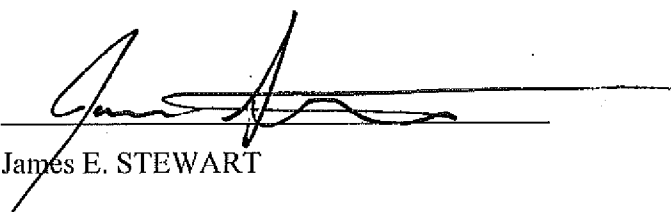
Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: 14 Aug. 12


James E. STEWART

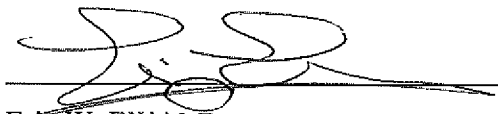
Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: August 14, 2012


Eric W. EWALD

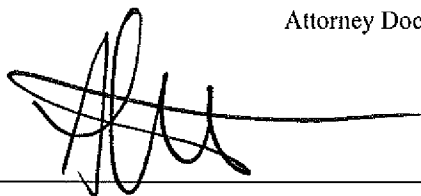
Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: Aug 14, 2012



Andrey PETROV

Witnessed by:


Signature

Eric Ewald
Typed or Printed Name

1070 Ayer Drive
Gilroy, CA 95020
Witness Address

Date: August 16, 2012


Carolyn R. MARSHALL

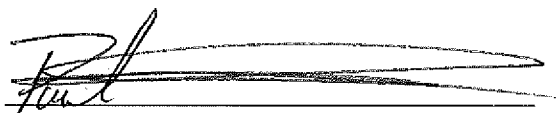
Witnessed by:

Signature

Typed or Printed Name

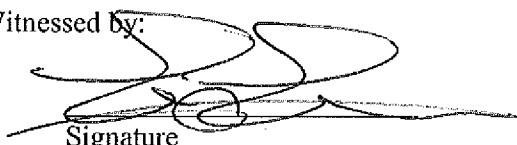
Witness Address

Date: 08/29/2012



Paul SLIWOWSKI

Witnessed by:

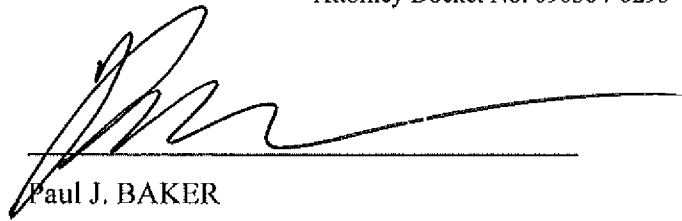


Signature

Eric Ewald
Typed or Printed Name

1070 Ayer Drive
Gilroy, CA 95020
Witness Address

Date: 8-14-2012


Paul J. BAKER

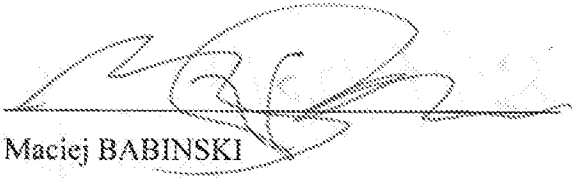
Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: 8/14/2012


Maciej BABINSKI

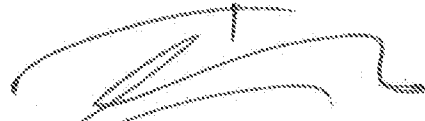
Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: 8/14/2012



Jige YU

Witnessed by:

Signature

Typed or Printed Name

Witness Address

Date: _____

8/14/2012



Jacob B. MATTHEWS

Witnessed by:

Signature

Typed or Printed Name

Witness Address