

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Raymond Reddy	10/27/2011
Robert Sang-heun Kim	11/11/2011
RECEIVING PARTY DATA	
Name:	Google Inc.
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13551405
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NAME OF SUBMITTER:	Rebecca S. Bartels
Total Attachments: 4 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif	

OP \$40.00 13551405

ASSIGNMENT

For good and valuable consideration, which is hereby acknowledged, We, Raymond Reddy of 151 Charles Street West, Suite 200, Kitchener, ON N2G 1H6, Canada and Robert Sang-heun Kim of 151 Charles Street West, Suite 200, Kitchener, ON N2G, 1H6 Canada hereby assign to: Google Inc., a corporation of the State 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 the subject of an application for United States Patent signed by us, entitled SOCIAL DISCOVERY OF USER ACTIVITY FOR MEDIA CONTENT, filed July 17, 2012, and assigned U.S. Serial Number 13/551,405; this assignment including said application, any provisional, continuation, continuation-in-part, divisional, reissue, renewal, extension or other application for any of said inventions or improvements, any and all United States and foreign patents, utility models, and design registrations granted disclosing any of said inventions or improvements, and the right to claim priority based on the filing date of any of these applications 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, and including any claims for damages by reason of past infringement or for provisional rights, and right to sue for and collect on such claims for the Assignee's own use and benefit. We hereby authorize Google Inc., its employees, and its legal representatives to fill in the serial number and filing date above after this document has been executed.

Date: Oct 27, 2011

Raymond Reddy
Raymond Reddy

Witnessed by:

Mark Manalo
Signature

Mark Manalo
Typed or Printed Name

84 Carlton St. Toronto, ON M5B 2P4
Witness Address

Date: _____

Robert Sang-heun Kim

Witnessed by:

Signature

Typed or Printed Name

Witness Address

ASSIGNMENT

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Date: _____

Raymond Reddy

Witnessed by:

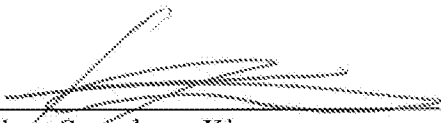
Signature

Typed or Printed Name

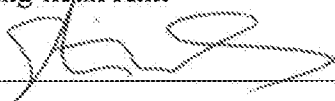
Witness Address

Date: Nov 11 2011

Witnessed by:



Robert Sang-heun Kim



Signature

STEVEN Woods

Typed or Printed Name

151 Charles St W Swiftsboro

Witness Address
Kitchener ON