

## 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>Swaminathan Krishnamurthy</td> <td>06/27/2012</td> </tr> <tr> <td>Robert On</td> <td>06/27/2012</td> </tr> <tr> <td>Elissa Lee</td> <td>06/27/2012</td> </tr> <tr> <td>Shrikant Kelkar</td> <td>06/28/2012</td> </tr> <tr> <td>Hal R. Varian</td> <td>06/28/2012</td> </tr> </tbody> </table>	Name	Execution Date	Swaminathan Krishnamurthy	06/27/2012	Robert On	06/27/2012	Elissa Lee	06/27/2012	Shrikant Kelkar	06/28/2012	Hal R. Varian	06/28/2012	
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Shrikant Kelkar	06/28/2012												
Hal R. Varian	06/28/2012												
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:	13538976												
CORRESPONDENCE DATA													
Fax Number:	6508434001												
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Address Line 4:	Palo Alto, CALIFORNIA 94306												
ATTORNEY DOCKET NUMBER:	60963-5692-US												
NAME OF SUBMITTER:	Gary S. Williams												
Total Attachments: 3 source=60963-5692 Assignment#page1.tif source=60963-5692 Assignment#page2.tif source=60963-5692 Assignment#page3.tif													

CH \$40.00 13538976

## ASSIGNMENT

WHEREAS, WE, **SWAMINATHAN KRISHNAMURTHY**, citizen of the United States of America, residing in San Jose, California; **ROBERT ON**, citizen of the United States of America, residing in Cupertino, California; **ELISSA LEE**, citizen of the United States of America, residing in Santa Clara, California; **SHRIKANT KELKAR**, citizen of India, residing in Sunnyvale, California; and **HAL R. VARIAN**, citizen of the United States of America, residing in Danville, California, ASSIGNORS, are the inventors of the invention in **SYSTEM AND METHOD FOR TRACKING NETWORK TRAFFIC OF USERS IN A RESEARCH PANEL**, described in an application for a Patent of the United States

- ☒ which is executed on ☒ even date herewith
- ☒ which is identified by Morgan, Lewis & Bockius LLP docket no. 60963-5692-US
- ☐ which was filed on \_\_\_\_\_, Application No. \_\_\_\_\_
- ☒ which claims priority on U.S. Provisional Patent Application No(s). 61/504,126
- ☒ We hereby authorize and request our attorney, Gary S. Williams, of Morgan, Lewis & Bockius LLP, to insert here in parenthesis (Application number 13/538,976, filed 6/29/2012) the filing date and application number of said application when known.

and WHEREAS, **GOOGLE INC.**, ASSIGNEE, having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and any substitute applications therefore, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; the said United States provisional patent application(s), if any, on which the said United States application claims priority; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application and said United States provisional patent application(s), if any, under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;


AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.


AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

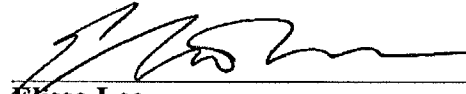
Date 6/27/2012

  
Swaminathan Krishnamurthy L.S.

Date 6/27/12

  
Robert On L.S.

Date JUNE 27, 2012

  
\_\_\_\_\_  
Elissa Lee L.S.

Date June 28, 2012

  
\_\_\_\_\_  
Shrikant Kelkar L.S.

Date \_\_\_\_\_

\_\_\_\_\_  
Hal R. Varian L.S.

MORGAN, LEWIS & BOCKIUS LLP DOCKET NO. 60963-5692-US

Date \_\_\_\_\_

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Elissa Lee L.S.

Date \_\_\_\_\_

\_\_\_\_\_  
Shrikant Kelkar L.S.

Date 6/28/2012

  
Hal R. Varian L.S.

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