

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>Hongji Bao</td> <td>09/26/2012</td> </tr> <tr> <td>Yaoting Liu</td> <td>09/26/2012</td> </tr> <tr> <td>Chao Feng</td> <td>09/26/2012</td> </tr> </tbody> </table>		Name	Execution Date	Hongji Bao	09/26/2012	Yaoting Liu	09/26/2012	Chao Feng	09/26/2012		
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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: 3127758100 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 312-775-8000 Email: mhmpo@mcandrews-ip.com Correspondent Name: McAndrews, Held & Malloy, Ltd. Address Line 1: 500 W. Madison St. Address Line 2: 34th Fl. Address Line 4: Chicago, ILLINOIS 60661</p>											
ATTORNEY DOCKET NUMBER:	25590US01										
NAME OF SUBMITTER:	Ognyan I. Beremski										
<p>Total Attachments: 3 source=25590US01_Assignment_executed#page1.tif source=25590US01_Assignment_executed#page2.tif source=25590US01_Assignment_executed#page3.tif</p>											

CH \$40.00 13627296

ASSIGNMENT

For valuable consideration, we, HONGJI BAO of Room 602, Unit 3, Building 5, Baoshengli, Haidian District, Beijing, P.R.China, 100192 and YAOTING LIU of Room 4-502, Building 12, XiWangZhuang, Shuangqing Road, Haidian district, Beijing, P.R.China, 100083, and CHAO FENG of Room 906, Building 4, No. 19 Minzu University South Road, Haidian district, Beijing, P.R.China, 100081 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 me, entitled TRAVEL DIRECTION DETECTION, filed September 26, 2012, and assigned U.S. Serial Number 13/627,296, 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 names 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.

Hongji Bao
Hongji Bao

Witnessed by:

YUXUAN WANG
Signature
YUXUAN WANG
Typed or Printed Name

Date: 2012-9-26

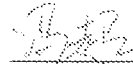
Yaoling Liu
Yaoling Liu

Witnessed by:

Wang Dong
Signature
Wang Dong
Typed or Printed Name

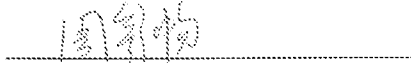
Date: 2012-9-26

Attorney Docket No. 25590US01



Chao Feng

Witnessed by:


Signature

ZHOU SHUCHANG
Typed or Printed Name

Date: 2012.9.26