

## PATENT ASSIGNMENT

Electronic Version v1.1  
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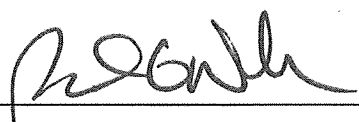
SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Paul NORDSTROM</td> <td>10/02/2012</td> </tr> <tr> <td>Casey Stuart WHITELAW</td> <td>10/01/2012</td> </tr> </tbody> </table>		Name	Execution Date	Paul NORDSTROM	10/02/2012	Casey Stuart WHITELAW	10/01/2012				
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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											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13646628</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13646628						
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CORRESPONDENCE DATA											
<p>Fax Number: 9498519348  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 949-851-0633</p> <p>Email: kcarraway@mwe.com, mweipdocket@mwe.com</p> <p>Correspondent Name: McDermott Will &amp; Emery LLP</p> <p>Address Line 1: The McDermott Building</p> <p>Address Line 2: 500 North Capitol Street, N.W.</p> <p>Address Line 4: Washington, DISTRICT OF COLUMBIA 20001</p>											
ATTORNEY DOCKET NUMBER:	087868-0806										
NAME OF SUBMITTER:	Andrew D. Mickelsen, Reg. No. 50,957										
<p>Total Attachments: 3</p> <p>source=087868-0806_Assignment#page1.tif</p> <p>source=087868-0806_Assignment#page2.tif</p> <p>source=087868-0806_Assignment#page3.tif</p>											

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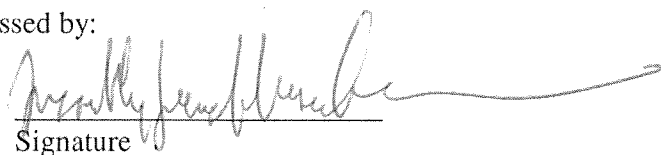
ASSIGNMENT

For valuable consideration, WE, Paul NORDSTROM of San Francisco, California; and Casey Stuart WHITELOW of 44 Quai Henri IV, Paris 75004, France 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 SEMANTIC SELECTION AND PURPOSE FACILITATION, filed October 5, 2012, and assigned U.S. Serial Number 13/646,628, 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: 2 Oct 2012

  
Paul NORDSTROM

Witnessed by:

  
Signature

MARKY GEORGE ARONSON ARSENIOS  
Typed or Printed Name

431 EL CAMINO REAL, #2  
PALO ALTO CA 94306  
Witness Address

Date: \_\_\_\_\_

\_\_\_\_\_  
Casey Stuart WHITELAW

Witnessed by:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

Date: \_\_\_\_\_

Paul NORDSTROM

Witnessed by:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

Date: 1/10/2012

  
Casey Stuart WHITELAW

Witnessed by:

  
Signature

Colin Blundell  
Typed or Printed Name

18 rue du Mont Cenis  
Paris 75018 FRANCE  
Witness Address