

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>Johnny Lee</td> <td>10/20/2012</td> </tr> <tr> <td>Eric Teller</td> <td>10/19/2012</td> </tr> <tr> <td>William Graham Patrick</td> <td>10/22/2012</td> </tr> <tr> <td>Eric Peeters</td> <td>10/22/2012</td> </tr> </tbody> </table>		Name	Execution Date	Johnny Lee	10/20/2012	Eric Teller	10/19/2012	William Graham Patrick	10/22/2012	Eric Peeters	10/22/2012
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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>13657372</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13657372						
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Application Number:	13657372										
CORRESPONDENCE DATA											
<p>Fax Number: 4087208383 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (408) 720-8300 Email: joan_abriam@bstz.com Correspondent Name: William L. Jaffe Address Line 1: Blakely, Sokoloff, Taylor & Zafman LLP Address Line 2: 1279 Oakmead Parkway Address Line 4: Sunnyvale, CALIFORNIA 94085</p>											
ATTORNEY DOCKET NUMBER:	7171P142										
NAME OF SUBMITTER:	William L. Jaffe										
<p>Total Attachments: 2 source=GP-16405-00-US_Assignment_22Oct2012#page1.tif source=GP-16405-00-US_Assignment_22Oct2012#page2.tif</p>											

CH \$40.00 13657372

ASSIGNMENT OF PATENT APPLICATION

Attorney Docket No.: 7171P142

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we, the undersigned, Johnny Lee, Eric Teller, William Graham Patrick, Eric Peeters

hereby sell, assign, and transfer to Google Inc.

a corporation of Delaware
(Type of Assignee: e.g., corporation, company, partnership, university, etc.)

having a principal place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043

("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which for the non-provisional application may have a declaration executed by the undersigned prior hereto or concurrently herewith and which application (provisional or non-provisional) is entitled:

METHOD AND APPARATUS FOR DYNAMIC SIGNAGE USING A PAINTED SURFACE DISPLAY SYSTEM.

said patent application also identified as follows (when known):

[I/we hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

United States Patent Application Number 13/657,372 filed October 22, 2012,

and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

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covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

Oct 20, 2012

Date

Johnny Lee
Johnny Lee (Oct 20, 2012)

Johnny Lee

Oct 19, 2012

Date

Eric Teller
Eric Teller (Oct 19, 2012)

Eric Teller

Oct 22, 2012

Date

William G. Patrick
Will Patrick (Oct 22, 2012)

William Graham Patrick

Oct 22, 2012

Date

Eric Peeters
Eric Peeters (Oct 22, 2012)

Eric Peeters

Assignment Document Return Address:

BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP
1279 Oakmead Parkway
Sunnyvale, CA 94085-4040
Phone: (206) 292-8600

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