

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>Aman Bhargava</td> <td>10/31/2012</td> </tr> <tr> <td>Abhijit Bose</td> <td>11/20/2012</td> </tr> <tr> <td>Andrew Ames Bunner</td> <td>11/21/2012</td> </tr> <tr> <td>Lan Liu</td> <td>11/02/2012</td> </tr> <tr> <td>Boris Mazniker</td> <td>11/01/2012</td> </tr> <tr> <td>Rachel Ida Rosenthal Schutt</td> <td>11/19/2012</td> </tr> <tr> <td>Andrew Tomkins</td> <td>10/31/2012</td> </tr> <tr> <td>Yonatan Zunger</td> <td>11/01/2012</td> </tr> </tbody> </table>		Name	Execution Date	Aman Bhargava	10/31/2012	Abhijit Bose	11/20/2012	Andrew Ames Bunner	11/21/2012	Lan Liu	11/02/2012	Boris Mazniker	11/01/2012	Rachel Ida Rosenthal Schutt	11/19/2012	Andrew Tomkins	10/31/2012	Yonatan Zunger	11/01/2012
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<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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CORRESPONDENCE DATA																			
Fax Number:	8013550160																		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																			
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Email:	patents@patentlawworks.net																		
Correspondent Name:	Kanda V. Ishihara																		
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Address Line 4:	Salt Lake City, UTAH 84111																		
ATTORNEY DOCKET NUMBER:	10029-03056 US																		

OP \$40.00 13693680

NAME OF SUBMITTER:

Kanda V. Ishihara

Total Attachments: 8

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Google Inc.**, a Delaware corporation, having a place of business at **1600 Amphitheatre Parkway, Mountain View, CA 94043** ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **CUSTOMIZING CONTENT IN A SOCIAL STREAM** ("APPLICATION"), which:

having a filing date of December 4, 2012, and bearing U.S. application serial number 13/693,680.

The APPLICATION claims the benefit of a provisional application, filed on _____, now bearing U.S. application serial number _____.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

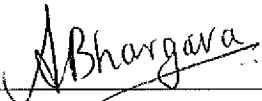
INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not

Title: **CUSTOMIZING CONTENT IN A SOCIAL STREAM**
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hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

x 
Aman Bhargava

10/31/2012
Date of Signature

x _____
Abhijit Bose

Date of Signature

x _____
Andrew Ames Bunner

Date of Signature

x _____
Lan Liu

Date of Signature

x _____
Boris Mazniker

Date of Signature

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Rachel Ida Rosenthal Schutt

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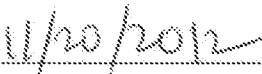
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Andrew Ames Bunner Date of Signature

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Lan Liu Date of Signature
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Rachel Ida Rosenthal Schutt Date of Signature

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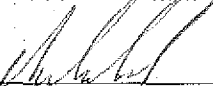
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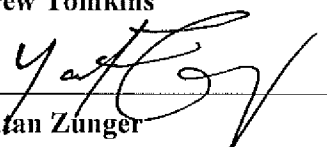
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Boris Mazniker Date of Signature

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Rachel Ida Rosenthal Schutt Date of Signature

x _____
Andrew Tomkins Date of Signature

x  _____
Yonatan Zunger Nov. 1, 2012
Date of Signature