

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

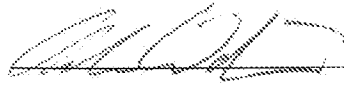
SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Dr. Andrew Joseph Alexander GILDFIND</td> <td>11/21/2012</td> </tr> <tr> <td>Dr. John Alastair HAWKINS</td> <td>11/21/2012</td> </tr> </tbody> </table>		Name	Execution Date	Dr. Andrew Joseph Alexander GILDFIND	11/21/2012	Dr. John Alastair HAWKINS	11/21/2012
Name	Execution Date						
Dr. Andrew Joseph Alexander GILDFIND	11/21/2012						
Dr. John Alastair HAWKINS	11/21/2012						
RECEIVING PARTY DATA							
Name:	GOOGLE INC.						
Street Address:	1600 Amphitheatre Parkway						
City:	Mountain View						
State/Country:	CALIFORNIA						
Postal Code:	94043						
PROPERTY NUMBERS Total: 1							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13706199</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13706199		
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Application Number:	13706199						
CORRESPONDENCE DATA							
Fax Number:	9498519348						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	9498510633						
Email:	AFredericks@mwe.com, MWEIPDOCKET@mwe.com						
Correspondent Name:	Andrew D. Mickelsen						
Address Line 1:	4 Park Plaza						
Address Line 2:	Suite 1700						
Address Line 4:	Irvine, CALIFORNIA 92614						
ATTORNEY DOCKET NUMBER:	087868-0512						
NAME OF SUBMITTER:	Andrew D. Mickelsen, Reg. No. 50,957						
<p>Total Attachments: 3 source=087868-0512_Assignment#page1.tif source=087868-0512_Assignment#page2.tif source=087868-0512_Assignment#page3.tif</p>							

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ASSIGNMENT

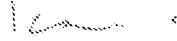
For valuable consideration, we, Dr. Andrew Joseph Alexander GILDFIND of 37 Arodene Road, Brixton, London SW2 2BQ, United Kingdom; and Dr. John Alastair HAWKINS of Flat 205, Hood House, Dolphin Square, London SW1V 3NQ, United Kingdom, hereby assign to: Google Inc., a corporation of Delaware having a place 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 GEOTAGGED HASHTAGS, filed December 5, 2012, and assigned U.S. Application Number 13/706,199, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and application 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: 21 NOV 2012



Dr. Andrew Joseph Alexander GILDFIND

Witnessed by:



Signature

IAN MERRICK

Typed or Printed Name

FLAT 136, BEAUF-ARTS BUILDING

MANOR GARDENS, LONDON N7 6TS

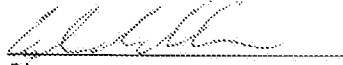
Witness Address

Date: 21ST NOVEMBER 2012



Dr. John Alastair HAWKINS

Witnessed by:



Signature

KYLE MADDISON

Typed or Printed Name

FLAT 3, 27 ROSENDALE ROAD

LOUGDON

Witness Address