

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ritendra Datta	12/19/2012
RECEIVING PARTY DATA	
Name:	GOOGLE INC.
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13728720
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	Johnson, Marcou & Isaacs, LLC
Address Line 1:	317A East Liberty Street
Address Line 4:	Savannah, GEORGIA 31401
ATTORNEY DOCKET NUMBER:	GOOG-0795
NAME OF SUBMITTER:	Ann Ness
Total Attachments: 2 source=Assignment-GOOG-0795-signed#page1.tif source=Assignment-GOOG-0795-signed#page2.tif	

OP \$40.00 13728720

ASSIGNMENT

WHEREAS, I,

Ritendra Datta, ASSIGNOR, a citizen of India, with a correspondence address of 5562 Hobart Street, Apt. 718, Pittsburgh, PA 15217,

is the inventor of the invention described in

DETECTING PRODUCT LINES WITHIN PRODUCT SEARCH QUERIES

for which I have executed an application for a Patent of the United States

- ☐ which was filed herewith
- ☒ which was filed on December 27, 2012 as U.S. Application No. 13/728,720; and

WHEREAS, **Google Inc.**, a corporation of the State of Delaware, having a place of business at **1600 Amphitheatre Parkway, Mountain View, CA 94043**, ASSIGNEE, is desirous of obtaining my entire right, title and interest in, to and under the said invention and the said application.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the said ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, my entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof.

AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to said ASSIGNEE, its successors, legal representatives and assigns in accordance with the terms of the instrument.

AND I HEREBY covenant and agree that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns to obtain and enforce proper protection for said invention in all countries.

AND I HEREBY authorize a representative of Johnson, Marcou & Isaacs, LLC, 317A East Liberty Street, Savannah, Georgia 31401, USA, to insert in the blanks above the filing date and application number of the U.S. Patent application when known.

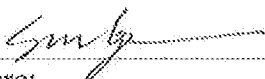
IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year opposite my respective signature.

Date: 12/19/2012

Signed: 
Ritendra Datta

WITNESS:

BOYA SUN
(print or type name)


Signature:

12/19/2012
Date: