

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Gopinath Neelambaran KALLAYIL | 12/20/2012 |
| 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: | 13728931 |
| CORRESPONDENCE DATA | |
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| Correspondent Name: | McDermott Will & Emery LLP |
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| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20001 |
| ATTORNEY DOCKET NUMBER: | 090364-0287 |
| NAME OF SUBMITTER: | Andrew D. Mickelsen, Reg. No. 50,957 |
| Total Attachments: 2 source=090364-0287_Assignment#page1.tif source=090364-0287_Assignment#page2.tif | |

CH \$40.00 13728931

ASSIGNMENT

For valuable consideration, I, Gopinath Neelambaran KALLAYIL of 100 Baltic Circle, #102, Redwood Shores, California 94065; 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 me, entitled DISPLAY OF COMMON USER INTERESTS ON SUBSCRIPTION TO A USER'S SOCIAL FEED, filed December 27, 2012, and assigned U.S. Serial Number 13/728,931, and I 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 I authorize the Assignee to apply in all countries in my 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 I agree for myself and my 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: Dec 20, 2012 Gopinath Neelambaran KALLAYIL
Gopinath Neelambaran KALLAYIL

Witnessed by:

Lisha Huang

Signature

LISHA HUANG

Typed or Printed Name

Google, 1600 Amphihoster Parkway
Mountain View, CA 94043

Witness Address