

## 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>Lev Finkelstein</td> <td>01/23/2013</td> </tr> <tr> <td>Sivan Eiger</td> <td>01/24/2013</td> </tr> </tbody> </table>		Name	Execution Date	Lev Finkelstein	01/23/2013	Sivan Eiger	01/24/2013				
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Sivan Eiger	01/24/2013										
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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CORRESPONDENCE DATA											
<p>Fax Number: 5025881942  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 502-625-2777        Email: dkinsman@middletonlaw.com        Correspondent Name: Middleton Reutlinger        Address Line 1: 401 S. 4th Street, Suite 2600        Address Line 2: (2600 Brown &amp; Williamson Tower)        Address Line 4: Louisville, KENTUCKY 40202</p>											
ATTORNEY DOCKET NUMBER:	ZS202-12138										
NAME OF SUBMITTER:	Scott W. Higdon										
<p>Total Attachments: 2        source=Assignment_signed#page1.tif        source=Assignment_signed#page2.tif</p>											

OP \$40.00 13748929

## ASSIGNMENT

For valuable consideration, we, Lev Finkelstein of 30 haGalil St., Netanya 42301, Israel, and Sivan Eiger of 37 Sachlav St., Netanya 42207, Israel 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 Identification of Query Completions Which Change Users' Original Search Intent , filed January 24, 2013, and assigned U.S. Serial Number 13/748,929 , and we 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 we authorize the Assignee to apply in all countries in our names 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.

Lev Finkelstein  
Lev Finkelstein (Jan 23, 2013)

Lev Finkelstein

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

Sivan Eiger  
Sivan Eiger (Jan 24, 2013)

Sivan Eiger

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name