


Form PTO-1595 (Rev. 03-11)
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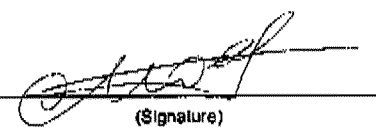
U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies): Maks Ovsjanikov (02/07/2013), Yuan Li (01/28/2013), Hartwig Adam (01/30/2013), and Charles Joseph Rosenberg (01/28/2013) Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>Google Inc.</u> Internal Address: _____ Street Address: <u>1600 Amphitheatre Parkway</u> City: <u>Mountain View</u> State: <u>California</u> Country: <u>United States of America</u> Zip: <u>94043</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of conveyance/Execution Date(s): Execution Date(s): <u>In parentheses after inventor name</u> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____	4. Application or patent number(s): <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) <u>13/742,791</u> B. Patent No.(s) _____ Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. Name and address to whom correspondence concerning document should be mailed: Name: <u>Cicero H. Brabham, Jr.</u> <u>LERNER, DAVID, LITTENBERG,</u> <u>KRUMHOLZ & MENTLIK, LLP</u> Internal Address: <u>Atty. Dkt.: GOOGLE 3.0-705</u> Street Address: <u>600 South Avenue West</u> City: <u>Westfield</u> State: <u>NJ</u> Zip: <u>07090</u> Phone Number: <u>908-654-5000</u> Fax Number: <u>908-654-7866</u> Email Address: <u>ataylor@ldlkm.com</u>	6. Total number of applications and patents involved: 1 7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40.00</u> <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title) 8. Payment Information Deposit Account Number <u>12-1095</u> Authorized User Name <u>Cicero H. Brabham, Jr.</u>
9. Signature: <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;">  _____ Signature Cicero H. Brabham, Jr. - 66,809 Name of Person Signing </div> <div style="text-align: center;"> <u>February 19, 2013</u> _____ Date </div> <div style="text-align: center;"> Total number of pages including cover sheet, attachments, and documents: 5 </div> </div>	

CH \$40.00 121095 13742791


ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) GOOGLE 3.0-705
<p>WHEREAS, I, <u>Maks Ovsienikov of 400 Ravenswood Avenue, Apartment 9, Menlo Park, California 94025</u>, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "SYSTEM AND METHOD FOR ASSOCIATING IMAGES WITH SEMANTIC ENTITIES" (hereafter "Patent Application").</p> <p><input checked="" type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application was filed with the U.S. Patent and Trademark Office on <u>January 16, 2013</u>, Application Number <u>13/742,791</u>, and</p> <p><input type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application names the following inventors: (and whereas I hereby authorize Lerner, David, Litzenberg, Krumholz & Mentlik, LLP, to insert in here in brackets [Application No. _____, filed on _____] the application number and filing date of the application when known), and</p> <p>WHEREAS, <u>Google Inc.</u>, incorporated or otherwise formed in <u>Delaware</u> and having a place of business at <u>1600 Amphitheatre Parkway, Mountain View, California 94043</u> (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same;</p> <p>NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee my entire right, title and interest in and to the Assigned Applications in the United States of America and all other countries, where "Assigned Applications" means the Patent Application, including any and all inventions, discoveries and other subject matter described therein, any divisional, continuation, continuation-in-part, substitute, reissue, re-examination or other application claiming priority or benefit to the Patent Application pursuant to any law or treaty, and any patent issuing from the foregoing. I agree to assign, and hereby do assign, to assignee the right to claim such priority or benefit. I have not previously conveyed, nor am I aware of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby authorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to assignee all patents resulting from the Assigned Applications and to record assignee's ownership thereof. At assignee's reasonable request I agree, without further remuneration, to execute and deliver documents prepared at assignee's expense and to provide other cooperation, such as testimony, as may be reasonably required to evidence or protect assignee's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights set forth herein in its sole discretion. I agree that the assignee may affix its signature to this document as well as any other indicia of its acceptance of the provisions hereof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent permissible by law and the offending portions thereof shall be deemed replaced, to the extent possible, with a provision most closely reflecting the purpose of the offending provision.</p> <p style="text-align: center;"> <u>02/07/2013</u> (Date) </p> <p style="text-align: center;">  (Signature) </p>	

ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) GOOGLE 3.0-705
<p>WHEREAS, I, <u>Yuan Li of 2901 S. Sepulveda Boulevard, Apartment 212, Los Angeles, California 90064</u>, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "SYSTEM AND METHOD FOR ASSOCIATING IMAGES WITH SEMANTIC ENTITIES" (hereafter "Patent Application"),</p> <p><input checked="" type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application was filed with the U.S. Patent and Trademark Office on <u>January 16, 2013</u>, Application Number <u>13/742,781</u>, and</p> <p><input type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application names the following inventors: (and whereas I hereby authorize Lerner, David, Littenberg, Krumholz & Mentlik, LLP, to insert in here in brackets [Application No. _____, filed on _____] the application number and filing date of the application when known), and</p> <p>WHEREAS, <u>Google Inc., Incorporated or otherwise formed in Delaware and having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043</u> (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same;</p> <p>NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee my entire right, title and interest in and to the Assigned Applications in the United States of America and all other countries, where "Assigned Applications" means the Patent Application, including any and all inventions, discoveries and other subject matter described therein, any divisional, continuation, continuation-in-part, substitute, reissue, re-examination or other application claiming priority or benefit to the Patent Application pursuant to any law or treaty, and any patent issuing from the foregoing. I agree to assign, and hereby do assign, to assignee the right to claim such priority or benefit. I have not previously conveyed, nor am I aware of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby authorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to assignee all patents resulting from the Assigned Applications and to record assignee's ownership thereof. At assignee's reasonable request I agree, without further remuneration, to execute and deliver documents prepared at assignee's expense and to provide other cooperation, such as testimony, as may be reasonably required to evidence or protect assignee's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights set forth herein in its sole discretion. I agree that the assignee may affix its signature to this document as well as any other indicia of its acceptance of the provisions hereof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent permissible by law and the offending portions thereof shall be deemed replaced, to the extent possible, with a provision most closely reflecting the purpose of the offending provision.</p> <p><u>Jan 28, 2013</u> (Date)</p> <p><u>Yuan Li</u> Yuan Li (Jan 28, 2013) (Signature)</p>	

PATENT

REEL: 029837 FRAME: 0085


EchnSign Transaction Number: RCBF2N3J7X5I35

ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) GOOGLE 3.0-705
<p>WHEREAS, I, <u>Hartwig Adam of 13082 Mindanao Way #27; Marina Del Rey, California 90292</u>, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "SYSTEM AND METHOD FOR ASSOCIATING IMAGES WITH SEMANTIC ENTITIES" (hereafter "Patent Application"),</p> <p><input checked="" type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application was filed with the U.S. Patent and Trademark Office on <u>January 16, 2013</u>, Application Number <u>13/742,791</u>, and</p> <p><input type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application names the following inventors: (and whereas I hereby authorize Lerner, David, Litzenberg, Krumholz & Menlik, LLP, to insert in here in brackets [Application No. _____, filed on _____] the application number and filing date of the application when known), and</p> <p>WHEREAS, <u>Google Inc., incorporated or otherwise formed in Delaware and having a place of business at 1800 Amphitheatre Parkway, Mountain View, California 94043</u> (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same;</p> <p>NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee my entire right, title and interest in and to the Assigned Applications in the United States of America and all other countries, where "Assigned Applications" means the Patent Application, including any and all inventions, discoveries and other subject matter described therein, any divisional, continuation, continuation-in-part, substitute, reissue, re-examination or other application claiming priority or benefit to the Patent Application pursuant to any law or treaty, and any patent issuing from the foregoing. I agree to assign, and hereby do assign, to assignee the right to claim such priority or benefit. I have not previously conveyed, nor am I aware of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby authorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to assignee all patents resulting from the Assigned Applications and to record assignee's ownership thereof. At assignee's reasonable request I agree, without further remuneration, to execute and deliver documents prepared at assignee's expense and to provide other cooperation, such as testimony, as may be reasonably required to evidence or protect assignee's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights set forth herein in its sole discretion. I agree that the assignee may affix its signature to this document as well as any other indicia of its acceptance of the provisions hereof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent permissible by law and the offending portions thereof shall be deemed replaced, to the extent possible, with a provision most closely reflecting the purpose of the offending provision.</p> <p>Jan 30, 2013 (Date)</p> <p> Hartwig Adam (Jan 30, 2013) (Signature)</p>	

PATENT

REEL: 029837 FRAME: 0086

EchoSign Transaction Number: RC8P2N317X5135

ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) GOOGLE 3.0-705
<p>WHEREAS, I, <u>Charles Joseph Rosenberg</u> of <u>6033 Shadygrove Drive, Cupertino, California 95014</u>, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "SYSTEM AND METHOD FOR ASSOCIATING IMAGES WITH SEMANTIC ENTITIES" (hereafter "Patent Application"),</p> <p><input checked="" type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application was filed with the U.S. Patent and Trademark Office on <u>January 16, 2013</u>, Application Number <u>13/742,791</u>, and</p> <p><input type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application names the following inventors: (and whereas I hereby authorize Lerner, David, Littenberg, Krumholz & Mentlik, LLP, to insert in here in brackets [Application No. _____, filed on _____] the application number and filing date of the application when known), and</p> <p>WHEREAS, <u>Google Inc.</u>, incorporated or otherwise formed in <u>Delaware</u> and having a place of business at <u>1600 Amphitheatre Parkway, Mountain View, California 94043</u> (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same;</p> <p>NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee my entire right, title and interest in and to the Assigned Applications in the United States of America and all other countries, where "Assigned Applications" means the Patent Application, including any and all inventions, discoveries and other subject matter described therein, any divisional, continuation, continuation-in-part, substitute, reissue, re-examination or other application claiming priority or benefit to the Patent Application pursuant to any law or treaty, and any patent issuing from the foregoing. I agree to assign, and hereby do assign, to assignee the right to claim such priority or benefit. I have not previously conveyed, nor am I aware of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby authorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to assignee all patents resulting from the Assigned Applications and to record assignee's ownership thereof. At assignee's reasonable request I agree, without further remuneration, to execute and deliver documents prepared at assignee's expense and to provide other cooperation, such as testimony, as may be reasonably required to evidence or protect assignee's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights set forth herein in its sole discretion. I agree that the assignee may affix its signature to this document as well as any other indicia of its acceptance of the provisions hereof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent permissible by law and the offending portions thereof shall be deemed replaced, to the extent possible, with a provision most closely reflecting the purpose of the offending provision.</p> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div data-bbox="365 1262 657 1339"> <u>Jan 28, 2013</u> _____ (Date) </div> <div data-bbox="820 1234 1274 1339">  <u>Charles Rosenberg (Jan 28, 2013)</u> _____ (Signature) </div> </div>	

PATENT

REEL: 029837 FRAME: 0087

EchoSign Transaction Number: RC09-21037X5135