

## PATENT ASSIGNMENT

Electronic Version v1.1  
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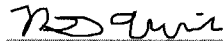
SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Nicholas Salvatore Arini</td> <td>03/13/2013</td> </tr> <tr> <td>Owen Arthur Charlebois</td> <td>03/13/2013</td> </tr> <tr> <td>Elissa Lee Chennavasin</td> <td>03/13/2013</td> </tr> </tbody> </table>		Name	Execution Date	Nicholas Salvatore Arini	03/13/2013	Owen Arthur Charlebois	03/13/2013	Elissa Lee Chennavasin	03/13/2013		
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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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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: 2484337274  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 248-433-7200        Email: kchamberlin@dickinsonwright.com        Correspondent Name: Dickinson Wright, PLLC        Address Line 1: 2600 W Big Beaver Road Suite 300        Address Line 4: Troy, MICHIGAN 48084</p>											
ATTORNEY DOCKET NUMBER:	51247-89										
NAME OF SUBMITTER:	Robert L. Steams										
<p>Total Attachments: 2        source=Assign51247_89#page1.tif        source=Assign51247_89#page2.tif</p>											

OP \$40.00 13844289

PATENT

**ASSIGNMENT**

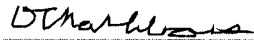
For valuable consideration, we, Nicholas Salvatore Arini of Southhampton, GB; Owen Arthur Charlebois, of Colombia, MD; and Elissa Lee Chennavasin of Santa Clara, CA, hereby assign to: Google Inc., a corporation of Delaware having a place of business at: 1600 Amphitheatre Parkway, Mountain View, California 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 **MEDIA CORRELATION BY FEATURE MATCHING**, filed \_\_\_\_\_, and assigned U.S. Serial Number \_\_\_\_\_, 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.



Nicholas Salvatore Arini (Mar 13, 2013)

Nicholas Salvatore Arini  
First Inventor

Date: Mar 13, 2013



Owen Arthur Charlebois (Mar 13, 2013)

Owen Arthur Charlebois  
Second Inventor

Date: Mar 13, 2013



Elissa Lee Chennavasin (Mar 13, 2013)

Elissa Lee Chennavasin  
Third Inventor

Date: Mar 13, 2013