

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																												
NATURE OF CONVEYANCE:	ASSIGNMENT																												
CONVEYING PARTY DATA																													
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<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																													
Fax Number:	8013550160																												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																													
Phone:	801-258-9824																												

OP \$40.00 13743263

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Correspondent Name: Elizabeth Ruzich, PATENT LAW WORKS
Address Line 1: 165 S. Main Street, 2nd Floor
Address Line 4: Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER:	10029-03669
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NAME OF SUBMITTER:	Elizabeth D. Ruzich
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Signature:	/Elizabeth D. Ruzich/
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Date:	04/17/2013
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Total Attachments: 5
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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Google Inc.**, a Delaware corporation, having a place of business at **1600 Amphitheatre Parkway, Mountain View, CA 94043** ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **CONTENT DISCOVERY IN A TOPICAL COMMUNITY** ("APPLICATION"), which:

- ☒ having a filing date of January 16, 2013, and bearing U.S. application serial number 13/743,263.
- ☐ The APPLICATION claims the benefit of a provisional application, filed on _____, now bearing U.S. application serial number _____.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

Title: Content Discovery in a Topical Community


Filed: January 16, 2013

Application No.: 13/743,263

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

X 
X Mario Ventura Anima (Feb 15, 2013)

Feb 15, 2013

Mario Ventura Anima

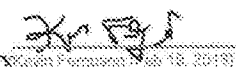
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X Ralph Jacob Cressman (Feb 16, 2013)

Feb 16, 2013

Ralph Jacob Cressman

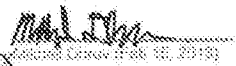
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X Kevin Ferguson (Feb 19, 2013)

Feb 19, 2013

Kevin Ferguson

Date of Signature

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X Mikhail Dhruv (Feb 19, 2013)

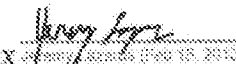
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Mikhail Dhruv

Date of Signature

X
Vinay Jain

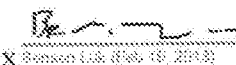
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X Jeremy Lazarus (Feb 15, 2013)

Feb 15, 2013

Jeremy Lazarus

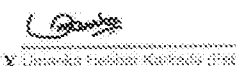
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Feb 19, 2013

Benson Luk

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X Umanka Hebbar Karkada (Feb 19, 2013)

Feb 19, 2013

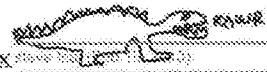
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Title: Content Discovery in a Topical Community

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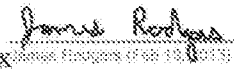
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X Steve Tsai (Feb 19, 2013)

Steve Tsai

Feb 19, 2013

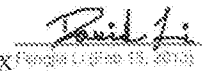
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X James Rodgers (Feb 19, 2013)

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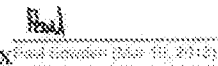
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X Fengjia Li (Feb 15, 2013)

Fengjia Li

Feb 15, 2013

Date of Signature


X Paul Sowden (Mar 19, 2013)

Paul Sowden

Mar 19, 2013

Date of Signature

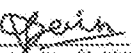
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