

## PATENT ASSIGNMENT

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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>Paul Moody</td> <td>04/19/2013</td> </tr> <tr> <td>Stephen Paul Farrell</td> <td>04/19/2013</td> </tr> <tr> <td>Rowan Nairn</td> <td>04/19/2013</td> </tr> </tbody> </table>		Name	Execution Date	Paul Moody	04/19/2013	Stephen Paul Farrell	04/19/2013	Rowan Nairn	04/19/2013
Name	Execution Date								
Paul Moody	04/19/2013								
Stephen Paul Farrell	04/19/2013								
Rowan Nairn	04/19/2013								
RECEIVING PARTY DATA									
Name:	Google Inc.								
Street Address:	1600 Amphitheatre Parkway								
City:	Mountain View								
State/Country:	CALIFORNIA								
Postal Code:	94043								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13842615</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13842615				
Property Type	Number								
Application Number:	13842615								
CORRESPONDENCE DATA									
Fax Number:	8013550160								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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NAME OF SUBMITTER:	Elizabeth D. Ruzich								
Signature:	/Elizabeth D. Ruzich/								
Date:	04/24/2013								
Total Attachments: 2 source=03666US_Assignment#page1.tif source=03666US_Assignment#page2.tif									

OP \$40.00 13842615

## 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 PROVIDING ASSOCIATION RECOMMENDATIONS TO USERS ("APPLICATION"), which:

having a filing date of March 15, 2013, and bearing U.S. application serial number 13/842,615.

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.

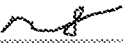
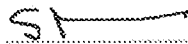
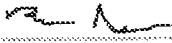
INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein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

Title: **PROVIDING ASSOCIATION RECOMMENDATIONS TO USERS**  
Filed: March 15, 2013  
Application No.: 13/842,615

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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 <small>Paul B. Moody (Apr 19 2013)</small>	Apr 19, 2013
<b>Paul Moody</b>	Date of Signature
 X <small>Stephen Farrell (Apr 19 2013)</small>	Apr 19, 2013
<b>Stephen Paul Farrell</b>	Date of Signature
 X <small>Rowan Nairn (Apr 19 2013)</small>	Apr 19, 2013
<b>Rowan Nairn</b>	Date of Signature