

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>Alan Gordon Doubleday</td> <td>04/15/2013</td> </tr> <tr> <td>Jordan J. Bayliss-McCulloch</td> <td>04/15/2013</td> </tr> <tr> <td>Alexander M. Berry</td> <td>04/12/2013</td> </tr> </tbody> </table>		Name	Execution Date	Alan Gordon Doubleday	04/15/2013	Jordan J. Bayliss-McCulloch	04/15/2013	Alexander M. Berry	04/12/2013		
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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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CORRESPONDENCE DATA											
Fax Number:	9498519348										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	090364-0756										
NAME OF SUBMITTER:	Mark J. Itri, Reg. No. 36,171										
Signature:	/Mark J. Itri/										

Date:

04/26/2013

Total Attachments: 2


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ASSIGNMENT


For valuable consideration, we, Alan Gordon DOUBLEDAY of Macquarie Park, Australia, Jordan J. BAYLISS-MCCULLOCH of Beaconsfield, Australia, and Alexander M. BERRY of Pyrmont, Australia, 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 ADJUSTING DISPLAYED CONTENT LENGTH AS A FUNCTION OF MAP SCALE, filed April 15, 2013, and assigned U.S. Application Number 13/863,325, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and application 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 name 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.

Date: Apr 15, 2013


Alan Gordon Doubleday (Apr 15, 2013)

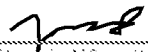
Alan Gordon DOUBLEDAY

Date: Apr 15, 2013


Jordan Bayliss-McCulloch (Apr 15, 2013)

Jordan J. BAYLISS-MCCULLOCH

Date: Apr 12, 2013


Alexander M Berry (Apr 12, 2013)

Alexander M. BERRY