

## 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>David P. Singleton</td> <td>12/07/2012</td> </tr> <tr> <td>Miles E. Barr</td> <td>12/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	David P. Singleton	12/07/2012	Miles E. Barr	12/06/2012
Name	Execution Date						
David P. Singleton	12/07/2012						
Miles E. Barr	12/06/2012						
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>13702888</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13702888		
Property Type	Number						
Application Number:	13702888						
CORRESPONDENCE DATA							
Fax Number:	8777697945						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	(612) 335-5070						
Email:	jhr@fr.com						
Correspondent Name:	Christopher C. Hoff						
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ATTORNEY DOCKET NUMBER:	16113-2358US1						
NAME OF SUBMITTER:	Christopher C. Hoff						
Signature:	/Christopher C. Hoff/						
Date:	05/08/2013						
Total Attachments: 3 source=161132358US1Assignment#page1.tif source=161132358US1Assignment#page2.tif source=161132358US1Assignment#page3.tif							

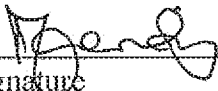
CH \$40.00 13702888

ASSIGNMENT

For valuable consideration, we, DAVID P. SINGLETON of 1482 Sanchez St., San Francisco, California, 94131, United States of America, MILES E. BARR of 49 Bury Walk, London SW3 6QE, United Kingdom, 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 DETERMINING CONVERSION RATES FOR ON-LINE PURCHASES, filed 12/7/2012, and assigned U.S. Serial Number 13/702,888, which is based on PCT Application No. PCT/US2011/039687, filed on June 8, 2011, which claims priority to U.S. Provisional Application No. 61/352,664, filed on June 8, 2010, 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 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.

  
\_\_\_\_\_  
DAVID P. SINGLETON

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 12 / 7 / 2012

MAEVE J. WAY  
\_\_\_\_\_  
Typed or Printed Name

311 W MAIN ST  
COSGATOS, CA 95030, USA  
\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
MILES E. BARR

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

.....  
DAVID P. SINGLETON

Witnessed by:

.....  
Signature

Date: .....

.....  
Typed or Printed Name

.....  
Witness Address



.....  
MILES E. BARR

Witnessed by:

*Milena Nikolic*  
.....  
Signature

Date: 6 Dec 2012

MILENA NIKOLIC  
.....  
Typed or Printed Name

95A FAULKLAND ROAD  
NOON LONDON  
.....  
Witness Address

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