

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Bruce W. Murphy</td> <td>05/17/2012</td> </tr> <tr> <td>Grim H. Iversen</td> <td>07/30/2012</td> </tr> </tbody> </table>		Name	Execution Date	Bruce W. Murphy	05/17/2012	Grim H. Iversen	07/30/2012
Name	Execution Date						
Bruce W. Murphy	05/17/2012						
Grim H. Iversen	07/30/2012						
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>13458821</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13458821		
Property Type	Number						
Application Number:	13458821						
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:	Nathan G. Dodge						
Address Line 1:	FISH & RICHARDSON P.C.						
Address Line 2:	P.O. BOX 1022						
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022						
ATTORNEY DOCKET NUMBER:	16113-3850001						
NAME OF SUBMITTER:	Nathan G. Dodge						
Signature:	/Nathan G Dodge/						
Date:	05/23/2013						
Total Attachments: 3 source=161133850001Assignment#page1.tif source=161133850001Assignment#page2.tif source=161133850001Assignment#page3.tif							

CH \$40.00 13458821

ASSIGNMENT

For valuable consideration, we, BRUCE W. MURPHY of Level 5, 48 Pirrama Road, Pyrmont, NSW 2009, Australia, GRIM H. IVERSEN of Brøsetveien 87, 7046 Trondheim, Norway, hereby assign to:

Google Inc., a corporation of Delaware having a place of business at:

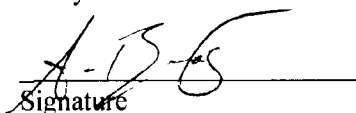
1600 Amphitheatre Parkway
Mountain View, California 94043; and

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 USER ATTENTION, filed 4/27/2012, and assigned U.S. Serial Number 13/458,821, 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.



BRUCE W. MURPHY

Witnessed by:


Signature

Date: 17 - MAY - 2012

Arnold Binas
Typed or Printed Name

Level 5, 48 Pirrama Rd.
Pymont NSW 2009, AU
Witness Address

GRIM H. IVERSEN

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

BRUCE W. MURPHY

Witnessed by:

Signature

Date: _____

Typed or Printed Name

Witness Address

Grim H. Iversen
GRIM H. IVERSEN

Witnessed by:

Ragnill Stallvik
Signature

Date: 2012-07-30

Ragnill Stallvik
Typed or Printed Name

Brøsetv. 87, 7046 TRONDHEIM
NORWAY
Witness Address

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