

## PATENT ASSIGNMENT

Electronic Version v1.1  
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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>Benjamin Joel PROSNITZ</td> <td>05/08/2013</td> </tr> <tr> <td>Michael PIATEK</td> <td>05/13/2013</td> </tr> </tbody> </table>		Name	Execution Date	Benjamin Joel PROSNITZ	05/08/2013	Michael PIATEK	05/13/2013				
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Michael PIATEK	05/13/2013										
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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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>13896263</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13896263						
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CORRESPONDENCE DATA											
<p>Fax Number: 9498519348  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>          Phone: 949-851-0633          Email: smanriquez@mwe.com, MWEIPDocket@mwe.com          Correspondent Name: McDermott Will &amp; Emery LLP          Address Line 1: 4 Park Plaza, Suite 1700          Address Line 4: Irvine, CALIFORNIA 92614-2559</p>											
ATTORNEY DOCKET NUMBER:	090364-0716										
NAME OF SUBMITTER:	Andrew D. Mickelsen, Reg. No. 50,957										
Signature:	/Andrew D. Mickelsen/										
Date:	06/19/2013										
<p>Total Attachments: 3          source=090364-0716_Assignment#page1.tif          source=090364-0716_Assignment#page2.tif          source=090364-0716_Assignment#page3.tif</p>											

CH \$40.00 13896263

ASSIGNMENT

For valuable consideration, we, Benjamin Joel PROSNITZ of San Francisco, CA and Michael PIATEK of Seattle, WA, 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 AUTOMATICALLY SELECTING OPTIMIZATION FILTERS FOR OPTIMIZING WEBPAGES, filed May 16, 2013, and assigned U.S. Application Number 13/896,263, 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: May 8, 2013

*Benjamin Prosnitz*

Benjamin Prosnitz (May 8, 2013)

Benjamin Joel PROSNITZ

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

Michael PIATEK

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

Benjamin Joel PROSNITZ

Date: May 13, 2013

  
Michael Piatek (May 13, 2013)

Michael PIATEK