

## 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>Sean Dykeman</td> <td>01/14/2013</td> </tr> <tr> <td>Katherine Grace McGrath</td> <td>12/13/2012</td> </tr> <tr> <td>Richard William Bragg</td> <td>01/11/2013</td> </tr> <tr> <td>Gregory Allan Funk</td> <td>12/17/2012</td> </tr> <tr> <td>Peter J. Dolan</td> <td>02/11/2013</td> </tr> <tr> <td>Jason Bayer</td> <td>01/13/2012</td> </tr> <tr> <td>Nathan Leslie Sandland</td> <td>01/14/2013</td> </tr> </tbody> </table> |                                      | Name          | Execution Date | Sean Dykeman        | 01/14/2013                | Katherine Grace McGrath | 12/13/2012    | Richard William Bragg | 01/11/2013 | Gregory Allan Funk | 12/17/2012 | Peter J. Dolan | 02/11/2013 | Jason Bayer | 01/13/2012 | Nathan Leslie Sandland | 01/14/2013 |
| Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Execution Date                       |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Sean Dykeman                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 01/14/2013                           |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Katherine Grace McGrath                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 12/13/2012                           |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Richard William Bragg                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 01/11/2013                           |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Gregory Allan Funk                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 12/17/2012                           |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Peter J. Dolan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 02/11/2013                           |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Jason Bayer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 01/13/2012                           |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Nathan Leslie Sandland                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 01/14/2013                           |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| 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      |                |            |             |            |                        |            |
| 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>13594693</td> </tr> </tbody> </table>                                                                                                                                                                                                                                                                                                                                                              |                                      | Property Type | Number         | Application Number: | 13594693                  |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Property Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Number                               |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Application Number:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 13594693                             |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| CORRESPONDENCE DATA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                      |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Fax Number:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 6508434001                           |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                      |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Phone:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 650-483-4000                         |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Email:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | elena.torres@morganlewis.com         |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Correspondent Name:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Douglas J. Crisman                   |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Address Line 1:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Morgan, Lewis & Bockius LLP          |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Address Line 2:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 3000 El Camino Real, Bldg 2, Ste 700 |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| Address Line 4:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Palo Alto, CALIFORNIA 94306          |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |
| ATTORNEY DOCKET NUMBER:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 60963-5737-US                        |               |                |                     |                           |                         |               |                       |            |                    |            |                |            |             |            |                        |            |

CH \$40.00 13594693

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| NAME OF SUBMITTER:                                                                                                                                                                                                                                                                                                                                                                                             | Douglas J. Crisman     |
| Signature:                                                                                                                                                                                                                                                                                                                                                                                                     | / Douglas J. Crisman / |
| Date:                                                                                                                                                                                                                                                                                                                                                                                                          | 07/02/2013             |
| <b>Total Attachments: 7</b><br>source=60963-5737-US_ExecutedAssignment#page1.tif<br>source=60963-5737-US_ExecutedAssignment#page2.tif<br>source=60963-5737-US_ExecutedAssignment#page3.tif<br>source=60963-5737-US_ExecutedAssignment#page4.tif<br>source=60963-5737-US_ExecutedAssignment#page5.tif<br>source=60963-5737-US_ExecutedAssignment#page6.tif<br>source=60963-5737-US_ExecutedAssignment#page7.tif |                        |

## ASSIGNMENT

WHEREAS, WE, **Sean Dykeman**, citizen of Canada, residing in San Francisco, California; **Katherine Grace McGrath**, citizen of United States, residing in Mountain View, California; **Richard William Bragg**, citizen of United States, residing in Los Altos, California; **Gregory Allan Funk**, citizen of United States, residing in San Francisco, California; **Peter J. Dolan**, citizen of United States, residing in Los Gatos, California; **Jason Bayer**, citizen of United States, residing in San Francisco, California; and **Leslie Sandland**, citizen of United States/United Kingdom, residing in Mountain View, California, ASSIGNORS, are the inventors of the invention in **Third Party Content Provider Integrations**, described in an application for a Patent of the United States

- ☒ which is executed on ☒ even date herewith
- ☒ which is identified by Morgan, Lewis & Bockius LLP docket no. 60963-5737-US
- ☒ which was filed on 13/594,693, Application No. August 24, 2012
- ☒ which claims priority on U.S. Provisional Patent Application No(s). 61/528,021
- ☐ We hereby authorize and request our attorney, Douglas J. Crisman, of Morgan, Lewis & Bockius LLP, to insert here in parenthesis (Application number \_\_\_\_\_, filed \_\_\_\_\_) the filing date and application number of said application when known.

and WHEREAS, **GOOGLE INC.**, ASSIGNEE, having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and any substitute applications therefore, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; the said United States provisional patent application(s), if any, on which the said United States application claims priority; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application and said United States provisional patent application(s), if any, under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;


AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date Jan 14, 2013

  
Sean Dykeman L.S.

Date \_\_\_\_\_

\_\_\_\_\_  
Katherine Grace McGrath L.S.

## ASSIGNMENT

WHEREAS, WE, **Sean Dykeman**, citizen of Canada, residing in San Francisco, California; **Katherine Grace McGrath**, citizen of United States, residing in Mountain View, California; **Richard William Bragg**, citizen of United States, residing in Los Altos, California; **Gregory Allan Funk**, citizen of United States, residing in San Francisco, California; **Peter J. Dolan**, citizen of United States, residing in Los Gatos, California; **Jason Bayer**, citizen of United States, residing in San Francisco, California; and **Leslie Sandland**, citizen of United States/United Kingdom, residing in Mountain View, California, ASSIGNORS, are the inventors of the invention in **Third Party Content Provider Integrations**, described in an application for a Patent of the United States

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AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date \_\_\_\_\_

Sean Dykeman

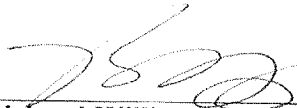
L.S.

Date 12/13/2012

Katherine Grace McGrath

L.S.

Date 1/11/2013

  
\_\_\_\_\_  
**Richard William Bragg** L.S.

Date \_\_\_\_\_

\_\_\_\_\_  
**Gregory Allan Funk** L.S.

Date \_\_\_\_\_

\_\_\_\_\_  
**Peter J. Dolan** L.S.

Date \_\_\_\_\_

\_\_\_\_\_  
**Jason Bayer** L.S.

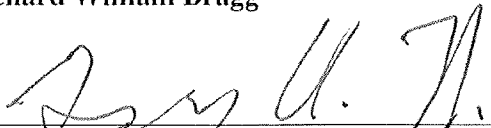
Date \_\_\_\_\_

\_\_\_\_\_  
**Nathan Leslie Sandland** L.S.

Date \_\_\_\_\_

\_\_\_\_\_  
Richard William Bragg L.S.

Date Dec. 17, 2012

  
\_\_\_\_\_  
Gregory Allan Funk L.S.

Date \_\_\_\_\_

\_\_\_\_\_  
Peter J. Dolan L.S.

Date \_\_\_\_\_

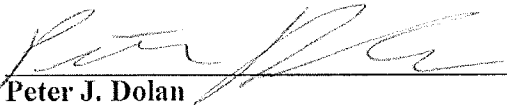
\_\_\_\_\_  
Jason Bayer L.S.

Date \_\_\_\_\_

\_\_\_\_\_  
Nathan Leslie Sandland L.S.

Date \_\_\_\_\_ Richard William Bragg L.S.

Date \_\_\_\_\_ Gregory Allan Funk L.S.

Date 2/11/13  L.S.  
**Peter J. Dolan**

Date \_\_\_\_\_ Jason Bayer L.S.

Date \_\_\_\_\_ Nathan Leslie Sandland L.S.

Date \_\_\_\_\_ L.S.

**Richard William Bragg**


Date \_\_\_\_\_ L.S.

**Gregory Allan Funk**

Date \_\_\_\_\_ L.S.

**Peter J. Dolan**

Date 1/15/2013 \_\_\_\_\_ L.S.

  
**Jason Bayer**

Date \_\_\_\_\_ L.S.

**Nathan Leslie Sandland**




Date \_\_\_\_\_ Richard William Bragg L.S.

Date \_\_\_\_\_ Gregory Allan Funk L.S.

Date \_\_\_\_\_ Peter J. Dolan L.S.

Date \_\_\_\_\_ Jason Bayer L.S.

Date 1/14/13  L.S.  
**Nathan Leslie Sandland**