#### 502415857 07/11/2013

# PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

# **CONVEYING PARTY DATA**

Name	Execution Date
Shumeet Baluja	02/11/2005

# RECEIVING PARTY DATA

Name:	Google Inc.	
Street Address:	600 Amphitheatre Parkway	
City:	Mountain View	
State/Country:	CALIFORNIA	
Postal Code:	94043	

#### PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13910542

#### CORRESPONDENCE DATA

Fax Number: 8777697945

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (404) 892-5005
Email: apsi@fr.com
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Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022

ATTORNEY DOCKET NUMBER:	16113-4350004
NAME OF SUBMITTER:	Kathy J. Bell
Signature:	/Kathy J. Bell/
Date:	07/11/2013

Total Attachments: 2

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PATENT REEL: 030789 FRAME: 0974 JH \$40.00 13910542

# **ASSIGNMENT**

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Google, Inc., a Delaware corporation, having a place of business at 1600 Amphitheatre Parkway, Building 41, Mountain View, California 94043, ("ASSIGNEE"), for itself and its successors, transferces, and assignees, the following:

198 1989 8 (440)		filed under §111(s) suc ADVERTIO	nts ("SUBJECT MA 35 U.S.C. §111(b) of i entitled OPTIMIZI SEMENTS ("APPLI is to be filled herew was filed on Nover number 10/986,440	ATTER") that a or non-provision ING PLACEM ICATION"), whith miber 10, 2004, o.	and now bears U.S. ap	visional application ider 35 U.S.C. Y OF plication serial
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States of elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign applications together with all rights to recover dámages for infringement of provisional rights.  INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.  INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all caths assignments, powers of attorney, applications, and other papers necessary or desirable to full secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwid patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights titles, and interests herein conveyed. INVENTOR further agrees to provide any successor sasign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.			filed on	·	ity from <u>[a provisional</u> sow bearing (Country)	foreign application). application serial
MATTER in ASSIGNEE's own name.  INVENTOR agrees to do the following, when requested, and without furthe consideration in order to carry out the intent of this Assignment: (i) execute all caths assignments, powers of attorney, applications, and other papers necessary or desirable to full secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful act; that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwid patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights titles, and interests herein conveyed. INVENTOR further agrees to provide any successor sasign, or legal representative of ASSIGNEE with the benefits and assistance provided the power of assignment and assistance provided to the power of assignment.		(a) the AP. (c) all provapplication classwhere may be green oriority in	PLICATION; (b) all visional, utility, divins related thereto win the world; (d) all anted on the application APPLICATION	Il applications : sional, continu hich have bec Il patents (incl tions set forth i I and in any ur	claiming priority from ation, substitute, renev a or may be filed in uding reissues and re in (a), (b), and (c) abouterlying provisional of	the APPLICATION; val, reissue, and other the United States or examinations) which ve; and (e) all right of a foreign application,
consideration, in order to carry out the intent of this Assignment: (1) execute all caths assignments, powers of attorney, applications, and other papers necessary or desirable to full secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwid patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights titles, and interests herein conveyed. INVENTOR further agrees to provide any successor sasign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.	M	INVENTO	R agrees that ASSI IGNEE's own name	IGNEE may a	pply for and receive ;	satents for SURJECT
198 1989 8 (440)	COT 835 860 /AS 861 581 titl 888	INVENTO sideration, in guments, pow are to ASSIG SIGNES all kr that ASSIGN ant protection as, and interes gn, or legal	OR agrees to do order to carry ou ers of attorney, app (NHE the rights, times was facts relating the shall consider de relating to the SUB its herein conveyed representative of A	the following t the intent of dications, and tics and intere to the SUBJEC estrable for second JECT MATTE L INVENTOR	f this Assignment: ( other papers necessar) sis herein conveyed; T MATTER; and (3) ( uring, maintaining, and R and for vesting in A t further agrees to p	<ol> <li>execute all cates, or desirable to fully         (2) communicate to generally do all iswful i enforcing worldwide ASSIGNEE the rights, rovide any successor, ssistance provided to</li> </ol>
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Title of Document:	V 43 623 4.2. A 28 42. A 25.
3 25 SC 122 AMONG CONSTRUCTION	52-27-24-4-4-4-4-4-4-4-4-4-4-4-4-4-4-4-4-

Re: USSN 10/986,440

Tide: Filed Optimizing Placement and Delivery of Advertisements

November 10, 2004

10/986,440

Appl cation No.:

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights,

titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be decined an original and all of which may be taken together as one and the same Assignment.

Name and Signature			Date of Signature		
SHUMEET	BALUJA	ALX	2/11/	,200	
Shumeet Balu	<u> </u>				

Cas: Docket # 24207-98842 (139-126-975/5)

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