

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>Leif Hendrik WILDEN</td> <td>07/19/2013</td> </tr> <tr> <td>John V. HANKE</td> <td>08/14/2013</td> </tr> <tr> <td>Ioannis TSOUKALIDIS</td> <td>07/29/2013</td> </tr> <tr> <td>Yennie C. SOLHEIM</td> <td>07/17/2013</td> </tr> <tr> <td>Lior STERN</td> <td>07/11/2013</td> </tr> </tbody> </table> | | Name | Execution Date | Leif Hendrik WILDEN | 07/19/2013 | John V. HANKE | 08/14/2013 | Ioannis TSOUKALIDIS | 07/29/2013 | Yennie C. SOLHEIM | 07/17/2013 | Lior STERN | 07/11/2013 |
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| Lior STERN | 07/11/2013 | | | | | | | | | | | | |
| 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>13969256</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 13969256 | | | | | | | | |
| Property Type | Number | | | | | | | | | | | | |
| Application Number: | 13969256 | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | |
| Fax Number: | 9498519348 | | | | | | | | | | | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | | | | | | | | | | | |
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| Email: | bhayashi@mwe.com, ipdocketmwe@mwe.com, dkong@mwe.com | | | | | | | | | | | | |
| Correspondent Name: | Andrew D. Mickelsen | | | | | | | | | | | | |
| Address Line 1: | McDermott Will & Emery LLP | | | | | | | | | | | | |
| Address Line 2: | 4 Park Plaza, Suite 1700 | | | | | | | | | | | | |
| Address Line 4: | Irvine, CALIFORNIA 92614 | | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 090364-0445 | | | | | | | | | | | | |
| NAME OF SUBMITTER: | Andrew D. Mickelsen, Reg. No. 50,957 | | | | | | | | | | | | |

CH \$40.00 13969256

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| Signature: | /Andrew D. Mickelsen/ |
| Date: | 08/20/2013 |
| Total Attachments: 2 source=090364-0445 Assignment#page1.tif source=090364-0445 Assignment#page2.tif | |

ASSIGNMENT


For valuable consideration, we, Leif Hendrik WILDEN of Belmont, CA; John V. HANKE of Oakland, CA; Ioannis TSOUKALIDIS of San Francisco, CA; Yennie C. SOLHEIM of San Francisco, CA; and Lior STERN of Belmont, CA, 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 GEO-LOCATION BASED CONTENT PUBLISHING PLATFORM, filed August 16, 2013, and assigned U.S. Application Number 13/969,256, 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; 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: Jul 19, 2013


Leif Hendrik Wilden (Jul 19, 2013)

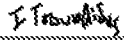
Leif Hendrik WILDEN

Date: Aug 14, 2013


John Hanke (Aug 14, 2013)

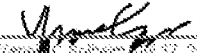
John V. HANKE

Date: Jul 29, 2013


Ioannis Tsoukalidis (Jul 29, 2013)

Ioannis TSOUKALIDIS

Date: Jul 17, 2013


Yennie C. Solheim (Jul 17, 2013)

Yennie C. SOLHEIM

Date: Jul 11, 2013


Lior Stern (Jul 11, 2013)

Lior STERN