

PATENT ASSIGNMENT

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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>Sara Lee SU</td><td>08/14/2013</td></tr> <tr><td>Gregory DARDYK</td><td>08/18/2013</td></tr> <tr><td>Michael BRANDT</td><td>08/23/2013</td></tr> <tr><td>Jonathan MCPHIE</td><td>08/14/2013</td></tr> <tr><td>Umesh SHANKAR</td><td>08/14/2013</td></tr> <tr><td>Marlo James MCGRUFF II</td><td>08/14/2013</td></tr> <tr><td>Jose Javier ZUNIGA Jr.</td><td>08/14/2013</td></tr> <tr><td>Mor MILLER</td><td>09/01/2013</td></tr> <tr><td>Travis Harrison Kroll GREEN</td><td>08/14/2013</td></tr> <tr><td>Tomer AMARILIO</td><td>08/14/2013</td></tr> <tr><td>Brandon Kyle TREW</td><td>08/14/2013</td></tr> <tr><td>Hristo Stefanov STEFANOV</td><td>09/09/2013</td></tr> <tr><td>Christoph Urs OEHLER</td><td>08/15/2013</td></tr> <tr><td>Dan FREDINBURG</td><td>08/14/2013</td></tr> <tr><td>Andrew SWERDLOW</td><td>08/15/2013</td></tr> <tr><td>Etienne DEGUINE</td><td>08/14/2013</td></tr> <tr><td>Giora UNGER</td><td>09/08/2013</td></tr> <tr><td>Max LOUBSER</td><td>08/14/2013</td></tr> <tr><td>Kyle HARRISON</td><td>08/18/2013</td></tr> <tr><td>Lars Fabian KRUGER</td><td>08/29/2013</td></tr> <tr><td>Peter KLEIN</td><td>08/24/2013</td></tr> <tr><td>Si-Wai LAI</td><td>09/05/2013</td></tr> <tr><td>Joseph TAYLOR</td><td>08/29/2013</td></tr> <tr><td>Alison M. HUML</td><td>08/20/2013</td></tr> <tr><td>Tilke Mary JUDD</td><td>08/20/2013</td></tr> <tr><td>Bao LAM</td><td>09/09/2013</td></tr> <tr><td>Geva REHAV</td><td>09/08/2013</td></tr> <tr><td>Mark Russell THOMAS</td><td>08/19/2013</td></tr> <tr><td>Lauren SCHMIDT</td><td>09/09/2013</td></tr> </tbody> </table>		Name	Execution Date	Sara Lee SU	08/14/2013	Gregory DARDYK	08/18/2013	Michael BRANDT	08/23/2013	Jonathan MCPHIE	08/14/2013	Umesh SHANKAR	08/14/2013	Marlo James MCGRUFF II	08/14/2013	Jose Javier ZUNIGA Jr.	08/14/2013	Mor MILLER	09/01/2013	Travis Harrison Kroll GREEN	08/14/2013	Tomer AMARILIO	08/14/2013	Brandon Kyle TREW	08/14/2013	Hristo Stefanov STEFANOV	09/09/2013	Christoph Urs OEHLER	08/15/2013	Dan FREDINBURG	08/14/2013	Andrew SWERDLOW	08/15/2013	Etienne DEGUINE	08/14/2013	Giora UNGER	09/08/2013	Max LOUBSER	08/14/2013	Kyle HARRISON	08/18/2013	Lars Fabian KRUGER	08/29/2013	Peter KLEIN	08/24/2013	Si-Wai LAI	09/05/2013	Joseph TAYLOR	08/29/2013	Alison M. HUML	08/20/2013	Tilke Mary JUDD	08/20/2013	Bao LAM	09/09/2013	Geva REHAV	09/08/2013	Mark Russell THOMAS	08/19/2013	Lauren SCHMIDT	09/09/2013
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CH \$40.00 14024423

RECEIVING PARTY DATA

Name:	GOOGLE INC.
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	14024423

CORRESPONDENCE DATA

Fax Number: 9498519348
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 9498510633
 Email: bhayashi@mwe.com
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 Address Line 1: McDermott Will & Emery LLP
 Address Line 2: 4 Park Plaza, Suite 1700
 Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	090364-0538
NAME OF SUBMITTER:	Soyeon (Karen) Pak Laub, Reg. No. 39266
Signature:	/Soyeon (Karen) Pak Laub/
Date:	09/13/2013

Total Attachments: 5

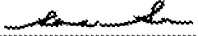
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ASSIGNMENT

For valuable consideration, we, Sara SU of San Jose, CA; Gregory DARDYK of Kiryat Ono, Israel; Michael BRANDT of San Francisco, CA; Jonathan MCPHIE of Mountain View, CA; Umesh SHANKAR of New York, NY; Marlo James MCGRUFF, II of Windsor, CT; Jose Javier ZUNIGA, Jr. of Mountain View, CA; Mor MILLER of Raanana, Israel; Travis Harrison Kroll GREEN of Washington, D.C.; Tomer AMARILIO of Kiriat Ata, Israel; Brandon Kyle TREW of San Francisco, CA; Hristo Stefanov STEFANOV of Mountain View, CA; Christoph Urs OEHLER of Luzern, Switzerland; Dan FREDINBURG of Mountain View, CA; Andrew SWERDLOW of San Francisco, CA; Etienne DEGUINE of San Francisco, CA; Giora UNGER of Haifa, Israel; Max LOUBSER of New York, NY; Kyle HARRISON of Los Altos, CA; Lars Fabian KRUGER of Zurich, Switzerland; Peter KLEIN of San Francisco, CA; Si-Wai LAI of Mountain View, CA; Joseph TAYLOR of Cupertino, CA; Alison HUML of Mountain View, CA; Tilke Mary JUDD of Zurich, Switzerland; Bao LAM of Mountain View, CA; Geva RECHAV of Mountain View, CA; Mark Russell THOMAS of San Francisco, CA; and Lauren SCHMIDT of Mountain View, 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 IDENTITY CROWD-SOURCED CURATION, filed September 11, 2013, and assigned U.S. Application Number 14/024,423, 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 it is 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: Aug 14, 2013


Sara Lee Su (Aug 14, 2013)


Sara SU

Date: Aug 18, 2013


Gregory Dardyk (Aug 18, 2013)


Gregory DARDYK

Date: Aug 23, 2013


Michael Brandt (Aug 23, 2013)


Michael BRANDT

Date: Aug 14, 2013


Jonathan McPhie (Aug 14, 2013)

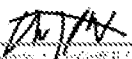
Jonathan MCPHIE

Date: Aug 14, 2013


Umesh Shankar (Aug 14, 2013)


Umesh SHANKAR

Date: Aug 14, 2013


Marlo J. McGriff II (Aug 14, 2013)


Marlo James MCGRUFF, II

Date: Aug 14, 2013


Jose Javier Zuniga Jr. (Aug 14, 2013)


Jose Javier ZUNIGA, Jr.

Date: Sep 1, 2013


Mor MILLER (Sep 1, 2013)


Mor MILLER

Date: Aug 14, 2013


Travis Green (Aug 14, 2013)


Travis Harrison Kroll GREEN

Date: Aug 14, 2013


Tomer Amarilio (Aug 14, 2013)


Tomer AMARILIO

Date: Aug 14, 2013


Brandon Kyle Trew (Aug 14, 2013)

Brandon Kyle TREW

Date: Sep 9, 2013


Hristo Stefanov (Sep 9, 2013)


Hristo Stefanov STEFANOV

Date: Aug 15, 2013


Christoph Urs Oehler (Aug 15, 2013)

Christoph Urs OEHLER

Date: Aug 14, 2013


Dan Fredinburg (Aug 14, 2013)


Dan FREDINBURG

Date: Aug 15, 2013


Andrew Swerdlow (Aug 15, 2013)

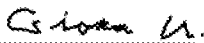
Andrew SWERDLOW

Date: Aug 14, 2013


Etienne DEGUINE (Aug 14, 2013)


Etienne DEGUINE

Date: Sep 8, 2013


Giora Unger (Sep 8, 2013)


Giora UNGER

Date: Aug 14, 2013


Max Loubsser (Aug 14, 2013)

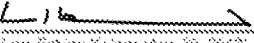
Max LOUBSER

Date: Aug 18, 2013


Kyle Harrison (Aug 18, 2013)


Kyle HARRISON

Date: Aug 29, 2013


Lars Fabian Kruger (Aug 29, 2013)


Lars Fabian KRUGER

Date: Aug 24, 2013


Peter Klein (Aug 24, 2013)

Peter KLEIN

Date: Sep 5, 2013


Si-Wai Lai (Sep 5, 2013)

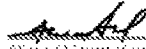
Si-Wai LAI

Date: Aug 29, 2013


Joe Taylor (Aug 29, 2013)

Joseph TAYLOR

Date: Aug 20, 2013


Alison Huml (Aug 20, 2013)


Alison HUML

Date: Aug 20, 2013


Tilke Judt (Aug 20, 2013)

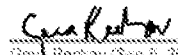
Tilke Mary JUDD

Date: Sep 9, 2013


Bao Lam (Sep 9, 2013)

Bao LAM

Date: Sep 8, 2013


Geva Rechav (Sep 8, 2013)

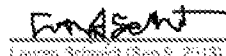
Geva RECHAV

Date: Aug 19, 2013


Mark Thomas (Aug 19, 2013)

Mark Russell THOMAS

Date: Sep 9, 2013


Lauren Schmidt (Sep 9, 2013)

Lauren SCHMIDT