

## PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT2583921

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>RAYMOND REDDY</td> <td>10/27/2011</td> </tr> <tr> <td>ROBERT SANG-HEUN KIM</td> <td>11/11/2011</td> </tr> </tbody> </table>		Name	Execution Date	RAYMOND REDDY	10/27/2011	ROBERT SANG-HEUN KIM	11/11/2011
Name	Execution Date						
RAYMOND REDDY	10/27/2011						
ROBERT SANG-HEUN KIM	11/11/2011						
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>14058074</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14058074		
Property Type	Number						
Application Number:	14058074						
CORRESPONDENCE DATA							
Fax Number:	(651)735-1102						
Phone:	651 735 1100						
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<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>							
Correspondent Name:	SHUMAKER & SIEFFERT, P.A.						
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ATTORNEY DOCKET NUMBER:	1133-400US02						
NAME OF SUBMITTER:	JACLYN M. SKIBA						
Signature:	/Jaclyn M. Skiba/						
Date:	10/18/2013						

OP \$40.00 14058074

Total Attachments: 4

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ASSIGNMENT

For good and valuable consideration, which is hereby acknowledged, We, Raymond Reddy of 151 Charles Street West, Suite 200, Kitchener, ON N2G 1H6, Canada and Robert Sang-heun Kim of 151 Charles Street West, Suite 200, Kitchener, ON N2G, 1H6 Canada hereby assign to: Google Inc., a corporation of the State 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 the subject of an application for United States Patent signed by us, entitled SOCIAL DISCOVERY OF USER ACTIVITY FOR MEDIA CONTENT, filed July 17, 2012, and assigned U.S. Serial Number 13/551,405; this assignment including said application, any provisional, continuation, continuation-in-part, divisional, reissue, renewal, extension or other application for any of said inventions or improvements, any and all United States and foreign patents, utility models, and design registrations granted disclosing any of said inventions or improvements, and the right to claim priority based on the filing date of any of these applications 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, and including any claims for damages by reason of past infringement or for provisional rights, and right to sue for and collect on such claims for the Assignee's own use and benefit. We hereby authorize Google Inc., its employees, and its legal representatives to fill in the serial number and filing date above after this document has been executed.

Date: Oct 27, 2011

Ray Reddy  
Raymond Reddy

Witnessed by: Mark Maralo  
Signature

Mark Maralo  
Typed or Printed Name

84 Carlton St. Toronto, ON M5B 2P4  
Witness Address

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

\_\_\_\_\_  
Robert Sang-heun Kim

Witnessed by:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

ASSIGNMENT

For good and valuable consideration, which is hereby acknowledged, We, Raymond Reddy of 151 Charles Street West, Suite 200, Kitchener, ON N2G 1H6, Canada and Robert Sang-heun Kim of 151 Charles Street West, Suite 200, Kitchener, ON N2G, 1H6 Canada hereby assign to: Google Inc., a corporation of the State 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 the subject of an application for United States Patent signed by us, entitled SOCIAL DISCOVERY OF USER ACTIVITY FOR MEDIA CONTENT, filed July 17, 2012, and assigned U.S. Serial Number 13/551,405; this assignment including said application, any provisional, continuation, continuation-in-part, divisional, reissue, renewal, extension or other application for any of said inventions or improvements, any and all United States and foreign patents, utility models, and design registrations granted disclosing any of said inventions or improvements, and the right to claim priority based on the filing date of any of these applications 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, and including any claims for damages by reason of past infringement or for provisional rights, and right to sue for and collect on such claims for the Assignee's own use and benefit. We hereby authorize Google Inc., its employees, and its legal representatives to fill in the serial number and filing date above after this document has been executed.

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

\_\_\_\_\_  
Raymond Reddy

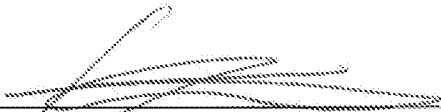
Witnessed by:

\_\_\_\_\_  
Signature

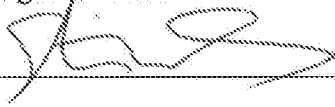
\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

Date: Nov 11 2011

  
\_\_\_\_\_  
Robert Sang-heun Kim

Witnessed by:

  
\_\_\_\_\_  
Signature

STEVEN Woods  
\_\_\_\_\_  
Typed or Printed Name

151 Charles St W Swiftsboro  
\_\_\_\_\_  
Witness Address  
Kitchener ON