

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2648736

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>ALEX NEELY AINSLIE</td> <td>12/06/2013</td> </tr> <tr> <td>SEBASTIEN VINCENT GABRIEL</td> <td>12/06/2013</td> </tr> </tbody> </table>		Name	Execution Date	ALEX NEELY AINSLIE	12/06/2013	SEBASTIEN VINCENT GABRIEL	12/06/2013				
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ALEX NEELY AINSLIE	12/06/2013										
SEBASTIEN VINCENT GABRIEL	12/06/2013										
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
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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>14101276</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14101276						
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CORRESPONDENCE DATA											
<p>Fax Number:</p> <p>Phone: (949) 851-0633</p> <p>Email: smanriquez@mwe.com, MWEIPDocket@mwe.com</p> <p><i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i></p> <p>Correspondent Name: MARK J. ITRI</p> <p>Address Line 1: MCDERMOTT WILL &amp; EMERY LLP</p> <p>Address Line 2: 4 PARK PLAZA, SUITE 1700</p> <p>Address Line 4: IRVINE, CALIFORNIA 92614</p>											
ATTORNEY DOCKET NUMBER:	093054-0154										
NAME OF SUBMITTER:	MARK J. ITRI, REG. NO. 36,171										
Signature:	/Mark J. Itri/										
Date:	12/13/2013										
<p>Total Attachments: 2</p> <p>source=093054-0154_Assignment#page1.tif</p> <p>source=093054-0154_Assignment#page2.tif</p>											

CH \$40.00 14101276

ASSIGNMENT

For valuable consideration, we, Alex Neely AINSLIE of San Francisco, CA and Sebastien Vincent GABRIEL of San Francisco, 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 CONTENT SELECTION FEEDBACK, filed December 9, 2013, and assigned U.S. Application Number 14/101,276, 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: Dec 6, 2013

  
Alex Neely Ainslie (Dec 6, 2013)

Alex Neely AINSLIE

Date: Dec 6, 2013

  
Sebastien Vincent Gabriel (Dec 6, 2013)

Sebastien Vincent GABRIEL