

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Gang Wang	01/31/2014
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:	14169934
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ATTORNEY DOCKET NUMBER:	16113-5425001
NAME OF SUBMITTER:	PATRICK J. BISENIUS
Signature:	/Patrick J. Bisenius/
Date:	02/03/2014
Total Attachments: 2 source=161135425001Assignment#page1.tif source=161135425001Assignment#page2.tif	

ASSIGNMENT and CONFIRMATION

I, Gang Wang, hereby confirm the assignment and transfer to Google Inc., a Delaware corporation having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043, and its successors and assigns (collectively, "ASSIGNEE") of all of my right, title and interest throughout the world in and to any and all inventions and improvements that are the subject or subjects of a patent application entitled

CONTENT SELECTION USING DISTRIBUTION PARAMETER DATA

that names me as inventor, and was filed in United States on January 31, 2014 as application no. 14/169,934. The foregoing assignment and transfer occurred by operation of one or more agreements relating to my employment by Google Inc. or an affiliate of Google Inc. Should I have any remaining interest, I hereby assign and transfer any right, title or interest I may have in the above-mentioned inventions and improvements anywhere in the world to ASSIGNEE.

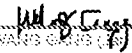
This assignment and confirmation includes the foregoing patent application or patent; all legal equivalents thereof in any country and all patents issuing therefrom; all patents, utility models, and design registrations granted for any of said inventions and improvements throughout the world; and the right to claim priority based on the filing date of the foregoing patent application or patent 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. I authorize ASSIGNEE to apply in all countries in my name or in the name of ASSIGNEE for patents, utility models, and design registrations and like rights of exclusion and for inventors' certificates for the assigned inventions and improvements.

The foregoing assignments have been made for good and valuable consideration, the receipt of which is hereby acknowledged, and in accordance with the employment-related agreements existing at the time the above-mentioned inventions and improvements were made.

I hereby represent and covenant that no assignment, agreement or encumbrance has been or will be made or entered into by me that would conflict with the above-mentioned assignment of the inventions and improvements to ASSIGNEE.

I further covenant for myself and my heirs, legal representatives and assigns to provide to ASSIGNEE promptly upon the request of ASSIGNEE all pertinent facts and documents relating to any of the above-mentioned inventions and improvements, patent applications, patents and legal equivalents, as may be known and accessible to me; to testify as to the same in any interference, litigation, or proceeding relating thereto; and promptly to execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue or enforce any of the above-mentioned applications, inventions and improvements, patents and equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

Dated: Jan 31, 2014


WANG GANG (JAN 31, 2014)

Gang Wang

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