

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT2741437

|  |   |
|--|---|
| SUBMISSION TYPE:   | CORRECTIVE ASSIGNMENT   |
| NATURE OF CONVEYANCE:  | Corrective Assignment to correct the ASSIGNEE NAME/ADDRESS previously recorded on Reel 016425 Frame 0987. Assignor(s) hereby confirms the ASSIGNMENT. |
| CONVEYING PARTY DATA   |   |
| Name   | Execution Date  |
| KEVIN DAVID FOX  | 06/27/2005  |
| 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:  | 11093949  |
| CORRESPONDENCE DATA  |   |
| Fax Number:  | (877)769-7945   |
| Phone:   | (650) 839-5070  |
| Email:   | apsi@fr.com   |
| <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> |   |
| Correspondent Name:  | MARK D. KIRKLAND  |
| Address Line 1:  | FISH & RICHARDSON P.C.  |
| Address Line 2:  | P.O. BOX 1022   |
| Address Line 4:  | MINNEAPOLIS, MINNESOTA 55440-1022   |
| ATTORNEY DOCKET NUMBER:  | 16113-5669001   |
| NAME OF SUBMITTER:   | MELISSA ALEXANDER   |
| Signature:   | /Melissa Alexander/   |

Date:

02/25/2014

Total Attachments: 3

source=coversheet\_assignment#page1.tif

source=coversheet\_assignment#page2.tif

source=coversheet\_assignment#page3.tif

700190867

RECORDATION FORM COVER SHEET  
PATENTS ONLYU.S. DEPARTMENT OF COMMERCE  
U.S. Patent And Trademark Office

To the Honorable Commissioner For Patents: Please record the attached original documents or copy thereof:

## 1. Name of conveying party(ies):

Kevin David Fox

Additional name(s) of conveying party(ies) attached?

☐ Yes☒ No

## 3. Nature of Conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other: \_\_\_\_\_

Execution Date: June 27, 2005

## 2. Name and address of receiving party(ies):

Name: Google, Inc.

Internal Address:

Street Address: 1600 Amphitheatre Parkway,  
Building 41

City: Mountain View

State: CA Zip: 94043

Additional name(s) &amp; address(es) attached?

☐ Yes☒ No

## 4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

A. Patent Application No.(s): 11/093,949

B. Patent No.(s):

Additional numbers attached? ☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Sabra-Anne R. Truesdale

Internal Address: Fenwick &amp; West LLP

Street Address: Silicon Valley Center  
801 California Street

City: Mountain View State: CA Zip Code: 94041

## 6. Total number of applications and patents involved: 1

## 7. Total fee (37 CFR 3.41): \$40

☐ Check Enclosed☐ Fee Transmittal Enclosed☒ Charge the indicated fees to the below mentioned deposit account.

8. Deposit Account No.: 19-2555

DO NOT USE THIS SPACE

## 9. Statement and signature:

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original documents.*

Sabra-Anne R. Truesdale

Reg. No. 55,687

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, documents: 3

Mail documents to be recorded with required cover sheet information to: Mail Stop Assignment Recordation Service, Director of the U.S. Patent and Trademark Office, P.O. Box 1469,  
Alexandria, VA 22313-1469.

Case Docket No.: 24207-10140

24207/10140/DOCS/1539360..

## ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Google, Inc., a Delaware corporation, having a place of business at 1600 Amphitheatre Parkway, Building 41, Mountain View, California 94043 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **METHODS AND SYSTEMS FOR MEMBER-CREATED ADVERTISEMENT IN A MEMBER NETWORK** ("APPLICATION"), which:

☐ is to be filed herewith.

☒ was filed on March 29, 2005, and now bears U.S. application serial number 11/093,949.

☐ The APPLICATION claims priority from [a provisional/foreign application], filed on \_\_\_\_\_, now bearing [Country] application serial number \_\_\_\_\_.

2. The entire worldwide right, title, and interest in and to:  
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;  
(c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

Title: METHODS AND SYSTEMS FOR MEMBER-CREATED ADVERTISEMENT IN A  
MEMBER NETWORK  
Filed: March 29, 2005  
Application No.: 11/093,949

---

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature

*Kevin David Fox*  
Kevin David Fox

Date of Signature

*June 27*, 20*05*

State of *California*  
County of *Santa Clara*

On \_\_\_\_\_ before me, \_\_\_\_\_ personally appeared  
[DATE] [NOTARY PUBLIC]

Kevin David Fox personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

\_\_\_\_\_  
Notary