# 502722744 03/14/2014

# PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2

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EPAS ID: PAT2769348

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

#### **CONVEYING PARTY DATA**

Name	Execution Date
JAMES REILLY	03/12/2014
SAMI MOHAMMED SHALABI	03/14/2014
MEHUL AGARWAL	03/11/2014
MICHAEL SCOTT DEPINET	03/13/2014

### **RECEIVING PARTY DATA**

Name:	GOOGLE INC.
Street Address:	1600 AMPHITHEATRE PARKWAY, BUILDING 41
City:	MOUNTAIN VIEW
State/Country:	CALIFORNIA
Postal Code:	94043

#### **PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	14210050

### **CORRESPONDENCE DATA**

**Fax Number:** (650)938-5200

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via

US Mail.

**Phone:** 6509888500

Email:rhancock@fenwick.comCorrespondent Name:FENWICK & WEST LLPAddress Line 1:801 CALIFORNIA STAddress Line 2:ATTN BRIAN HOFFMAN

Address Line 4: MOUNTAIN VIEW, CALIFORNIA 94041

ATTORNEY DOCKET NUMBER:	24207-25121
NAME OF SUBMITTER:	BRIAN M. HOFFMAN, REG. NO. 39,713
SIGNATURE:	/Brian Hoffman/
DATE SIGNED:	03/14/2014

# **Total Attachments: 8**

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PATENT 502722744 REEL: 032442 FRAME: 0218



PATENT REEL: 032442 FRAME: 0219

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 following non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):
  - Application No. <u>14/210,050</u>, entitled "Analytics-based Update of Digital Content," filed on <u>March 13, 2014</u>.
  - 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 that have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) that 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.

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1 of 2

24207/25121/DOCS/3081760.1

Title: Analytics-based Update of Digital Content

Filed: March 13, 2014 Application No.: 14/210,050

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.

By signing below, INVENTOR further attests to the following:

- The APPLICATION was made or authorized to be made by INVENTOR.
- INVENTOR believes that INVENTOR is the original inventor or an original joint inventor of a claimed invention in the APPLICATION.

INVENTOR hereby acknowledges that any willful false statement made in this document is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

Name and Signature	Date of Signature
and	Mar 12, 2014
James Reilly	
Name and Signature	Date of Signature
Sami Mohammed Shalabi	
Name and Signature	Date of Signature
3.4. b. R. A	
Mehul Agarwal	
Name and Signature	Date of Signature
The same of the sa	Dave or Signature
Mike Depinet	-

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1 of 2

24207/25121/DOCS/3081760.I

Analytics-based Update of Digital Content Title:

March 13, 2014 Filed: Application No.: 14/210,050

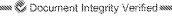
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James Reilly	
Name and Signature	Date of Signature
Tow mall	Mar 14, 2014
Sami Mohammed Shalabi	
Name and Signature	Date of Signature
Mehul Agarwal	
Name and Signature	Date of Signature
Michael Scott Deninet	



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Mehnfamal	Mar 11, 2014
Mehul Agarwai	
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Mike Depinet	-

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REEL: 032442 FRAME: 0227