

PATENT ASSIGNMENT COVER SHEET

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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	
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
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Address 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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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 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. 14/210,050, entitled "**Analytics-based Update of Digital Content,**" filed on March 13, 2014.

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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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.

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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 _____



James Reilly

Date of Signature _____

Mar 12, 2014

Name and Signature _____

Sami Mohammed Shalabi

Date of Signature _____

Name and Signature _____

Mehul Agarwal

Date of Signature _____

Name and Signature _____

Mike Depinet

Date of Signature _____

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<u>Name and Signature</u>	<u>Date of Signature</u>
<u>James Reilly</u>	<u></u>

<u>Name and Signature</u>	<u>Date of Signature</u>
<u> Sami Mohammed Shalabi</u>	<u>Mar 14, 2014</u>

<u>Name and Signature</u>	<u>Date of Signature</u>
<u>Mehul Agarwal</u>	<u></u>

<u>Name and Signature</u>	<u>Date of Signature</u>
<u>Michael Scott Depinet</u>	<u></u>

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<u>Name and Signature</u>	<u>Date of Signature</u>
<u>Sami Mohammed Shalabi</u>	<u></u>

<u>Name and Signature</u>	<u>Date of Signature</u>
<u> Mehul Agarwal</u>	<u>Mar 11, 2014</u>

<u>Name and Signature</u>	<u>Date of Signature</u>
<u>Mike Depinet</u>	<u></u>

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<u><i>Michael Depinet</i></u> <u>Michael Scott Depinet</u>	<u>Mar 13, 2014</u>