

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2779126

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	LIKE.COM	07/31/2012
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:	12962494	
CORRESPONDENCE DATA		
Fax Number:	(877)769-7945	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(404) 892-5005	
Email:	apsi@fr.com	
Correspondent Name:	MATTHEW R. ALLEN	
Address Line 1:	FISH & RICHARDSON P.C.	
Address Line 2:	P.O.BOX 1022	
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022	
ATTORNEY DOCKET NUMBER:	16113-5532003	
NAME OF SUBMITTER:	KRISTI A. HOLMLUND	
SIGNATURE:	/Kristi A. Holmlund/	
DATE SIGNED:	03/21/2014	
Total Attachments: 9		
source=5532001Assignment3#page1.tif		
source=5532001Assignment3#page2.tif		
source=5532001Assignment3#page3.tif		
source=5532001Assignment3#page4.tif		
source=5532001Assignment3#page5.tif		
source=5532001Assignment3#page6.tif		

PATENT

source=5532001Assignment3#page7.tif

source=5532001Assignment3#page8.tif

source=5532001Assignment3#page9.tif

ASSIGNMENT

WHEREAS, **LIKE.COM**, a corporation organized under the laws of the State of California, having a place of business at 1600 Amphitheatre Parkway, Mountain View, CA, 94043 ("ASSIGNOR"), is the owner of the entire right, title and interest in and to the patents and patent applications listed in the attached Schedule A ("PATENTS AND PATENT APPLICATIONS").

WHEREAS, **GOOGLE INC.**, a corporation organized under the laws of the State of Delaware, having a place of business at 1600 Amphitheatre Parkway, Mountain View, CA 94043 ("ASSIGNEE"), is desirous of obtaining the entire right, title and interest in and to the PATENTS AND PATENT APPLICATIONS.

NOW, THEREFORE, for good and valuable consideration from ASSIGNEE to ASSIGNOR, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and transfers to ASSIGNEE, its successors and assignees, the entire right, title and interest in and to the PATENTS AND PATENT APPLICATIONS, and to the inventions therein disclosed and all rights of enforcement thereto, including all rights to sue or recover for the past infringement thereof, and any and all choices in action related thereto. ASSIGNEE may apply for and receive patents in its own name wherever so permitted by law and the ASSIGNOR shall, when requested by ASSIGNEE, execute all rightful oaths, assignments, and powers of attorney, including but not limited to the right to file and prosecute in its own name, wherever so permitted by law, patent applications, including corresponding applications, and to claim priority of patent applications pursuant to the Paris Convention, to the ASSIGNEE and to agents and legal representatives of the ASSIGNEE, and all other papers necessary and proper to carry out the intent and purpose of this Assignment, and ASSIGNOR further agrees:

a. to execute all papers necessary in connection with the PATENTS AND PATENT APPLICATIONS, and any continuing, divisional, reissue, reexamination or other corresponding application thereof and to execute any separate Assignment in connection with such application as the Assignee may deem necessary or expedient; and

b. to perform all affirmative acts which may be necessary to obtain a grant of a valid United States Patent to the ASSIGNEE on any of the PATENTS AND PATENT APPLICATIONS and on any continuation, division, reissue or reexamination of any of the PATENTS AND PATENT APPLICATIONS.

ASSIGNOR retains no ownership rights in the patent applications, the patents, the inventions, and the rights transferred to ASSIGNEE hereunder.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized representative on this 31 day of JULY, 2012.

Legal Dept.
7/31/12
Google

LIKE.COM

By: [Signature]

Name: Donald Harrison

Title: CEO & President

Date: July 31, 2012

State of California

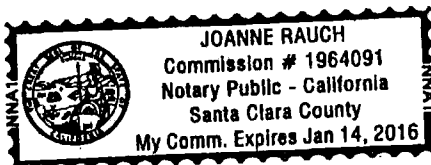
County of Santa Clara

On 7/31/12, before me personally appeared Donald Harrison, who 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.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

(Seal)

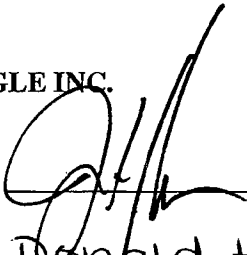


[Signature]
Notary Public

ASSIGNEE hereby accepts receipt of the entire right, title and interest in and to the
PATENTS AND PATENT APPLICATIONS.

Legal Dept.
Google

GOOGLE INC.

By: 

Name: Donald Hamson

Title: Vice president, Deputy General
counsel & Assistant Secretary

Date: July 31, 2012

State of California

County of Santa Clara

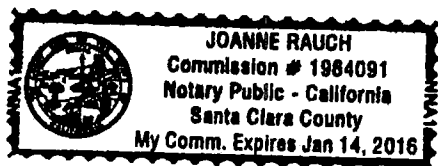
On 7/31/12, before me personally appeared Donald Hamson,
who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed
to the within instrument and acknowledged to me that he/she executed the same in his/her
authorized capacity, and that by his/her signature on the instrument the person, or the entity upon
behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the
foregoing paragraph is true and correct.

WITNESS my hand and official seal.

(Seal)


Notary Public



SCHEDULE A

Docket No.	Country	Application No.	Filing Date	Patent No.	Grant Date	Title
OJOS.P101EP	EP	6770158.1	09-May-2006	-	-	SYSTEM AND METHOD FOR ENABLING THE USE OF CAPTURED IMAGES
OJOS.P101P	US	60/679,591	09-May-2005	-	-	METHOD FOR TAGGING IMAGES
OJOS.P101WO	WO	PCT/US06/18016	09-May-2006	-	-	SYSTEM AND METHOD FOR ENABLING THE USE OF CAPTURED IMAGES
OJOS.P102	US	11/246,742	07-Oct-2005	7,519,200	14-Apr-2009	SYSTEM AND METHOD FOR ENABLING THE USE OF CAPTURED IMAGES THROUGH RECOGNITION
OJOS.P102C1	US	12/395,422	27-Feb-2009	-	-	SYSTEM AND METHOD FOR ENABLING THE USE OF CAPTURED IMAGES THROUGH RECOGNITION
OJOS.P103	US	11/246,741	07-Oct-2005	7,809,722	05-Oct-2010	SYSTEM AND METHOD FOR ENABLING SEARCH AND RETRIEVAL FROM IMAGE FILES BASED ON RECOGNIZED INFORMATION
OJOS.P104	US	11/246,589	07-Oct-2005	7,809,192	05-Oct-2010	SYSTEM AND METHOD FOR RECOGNIZING OBJECTS FROM IMAGES AND IDENTIFYING RELEVANCY AMONGST IMAGES AND INFORMATION
OJOS.P105	US	11/246,434	07-Oct-2005	7,783,135	24-Aug-2010	SYSTEM AND METHOD FOR PROVIDING OBJECTIFIED IMAGE RENDERINGS USING RECOGNITION INFORMATION FROM IMAGES
OJOS.P105C1	US	12/819,970	21-Jun-2010	8,139,900	20-Mar-2012	SYSTEM AND METHOD FOR PROVIDING OBJECTIFIED IMAGE RENDERINGS USING RECOGNITION INFORMATION FROM IMAGES
OJOS.P105C2	US	13/371,196	10-Feb-2012	-	-	SYSTEM AND METHOD FOR PROVIDING OBJECTIFIED IMAGE RENDERINGS USING RECOGNITION INFORMATION FROM IMAGES

SCHEDULE A

Docket No.	Country	Application No.	Filing Date	Patent No.	Grant Date	Title
OJOS.P106	US	11/543,758	03-Oct-2006	7,542,610	02-Jun-2009	SYSTEM AND METHOD FOR USE OF IMAGES WITH RECOGNITION ANALYSIS
OJOS.P106C1	US	12/431,706	28-Apr-2009	7,945,099	17-May-2011	SYSTEM AND METHOD FOR USE OF IMAGES WITH RECOGNITION ANALYSIS
OJOS.P106C2	US	13/088,277	15-Apr-2011	-	-	SYSTEM AND METHOD FOR USE OF IMAGES WITH RECOGNITION ANALYSIS
OJOS.P106P	US	60/723,349	03-Oct-2005	-	-	REALITY BASED PHOTO ADVERTISING
OJOS.P106REX	US	95/001,307	17-Mar-2010	-	-	REEXAMINATION OF U.S. PATENT 7,542,610 - SYSTEM AND METHOD FOR USE OF IMAGES WITH RECOGNITION ANALYSIS
OJOS.P106WO	WO	PCT/US06/38864	03-Oct-2006	-	-	SYSTEM AND METHOD FOR USE OF IMAGES WITH RECOGNITION ANALYSIS
OJOS.P107P	US	60/723,356	03-Oct-2005	-	-	PRIVACY CONCERNED PHOTO SHARING/GRADUAL PHOTO DISCOVERY
OJOS.P109	US	11/685,106	12-Mar-2007	-	-	TECHNIQUES FOR ENABLING OR ESTABLISHING THE USE OF FACE RECOGNITION ALGORITHMS
OJOS.P109D1	US	12/961,790	07-Dec-2010	-	-	TECHNIQUES FOR ENABLING OR ESTABLISHING THE USE OF FACE RECOGNITION ALGORITHMS
OJOS.P109D2	US	12/962,494	07-Dec-2010	-	-	TECHNIQUES FOR ENABLING OR ESTABLISHING THE USE OF FACE RECOGNITION ALGORITHMS

SCHEDULE A

Docket No.	Country	Application No.	Filing Date	Patent No.	Grant Date	Title
OJOS.P111	US	11/777,070	12-Jul-2007	7,760,917	20-Jul-2010	COMPUTER-IMPLEMENTED METHOD FOR PERFORMING SIMILARITY SEARCHES
OJOS.P111CI	US	12/819,901	21-Jun-2010	-	-	COMPUTER-IMPLEMENTED METHOD FOR PERFORMING SIMILARITY SEARCHES
OJOS.P112	US	11/841,355	20-Aug-2007	-	-	COMPUTER IMPLEMENTED TECHNIQUE FOR ANALYZING IMAGES
OJOS.P113	US	11/936,694	07-Nov-2007	-	-	SYSTEM AND METHOD FOR USING IMAGE ANALYSIS AND SEARCH IN E-COMMERCE
OJOS.P113CI	US	13/398,516	16-Feb-2012	-	-	SYSTEM AND METHOD FOR USING IMAGE ANALYSIS AND SEARCH IN E-COMMERCE
OJOS.P113CA	CA	2,669,046	07-Nov-2007	-	-	IMAGE RECOGNITION SYSTEM FOR USE IN ANALYSING IMAGES OF OBJECTS AND APPLICATIONS THEREOF
OJOS.P113WO	WO	PCT/US07/83935	07-Nov-2007	-	-	IMAGE RECOGNITION SYSTEM FOR USE IN ANALYSING IMAGES OF OBJECTS AND APPLICATIONS THEREOF
OJOS.P114	US	11/777,894	13-Jul-2007	-	-	SYSTEM AND METHOD FOR ENABLING IMAGE RECOGNITION AND SEARCHING OF REMOTE CONTENT ON DISPLAY
OJOS.P115	US	11/936,705	07-Nov-2007	7,657,100	02-Feb-2010	SYSTEM AND METHOD FOR ENABLING IMAGE RECOGNITION AND SEARCHING OF IMAGES
OJOS.P115CI	US	12/648,245	28-Dec-2009	-	-	SYSTEM AND METHOD FOR ENABLING IMAGE RECOGNITION AND SEARCHING OF IMAGES

SCHEDULE A

Docket No.	Country	Application No.	Filing Date	Patent No.	Grant Date	Title
OJOS.P116	US	11/936,713	07-Nov-2007	7,660,468	09-Feb-2010	SYSTEM AND METHOD FOR ENABLING IMAGE SEARCHING USING MANUAL ENRICHMENT, CLASSIFICATION AND/OR SEGMENTATION
OJOS.P116C1	US	12/648,275	28-Dec-2009	-	-	SYSTEM AND METHOD FOR ENABLING IMAGE SEARCHING USING MANUAL ENRICHMENT, CLASSIFICATION AND/OR SEGMENTATION
OJOS.P117	US	12/182,122	29-Jul-2008	-	-	SYSTEM AND METHOD FOR DISPLAYING CONTEXTUAL SUPPLEMENTAL CONTENT BASED ON IMAGE CONTENT
OJOS.P119	US	11/936,734	07-Nov-2007	7,657,126	02-Feb-2010	SYSTEM AND METHOD FOR SEARCH PORTIONS OF OBJECTS IN IMAGES AND FEATURES THEREOF
OJOS.P119D1	US	12/648,287	28-Dec-2009	-	-	SYSTEM AND METHOD FOR SEARCH PORTIONS OF OBJECTS IN IMAGES AND FEATURES THEREOF
OJOS.P120	US	12/503,034	14-Jul-2009	-	-	SYSTEM AND METHOD FOR USING SUPPLEMENTAL CONTENT ITEMS FOR SEARCH CRITERIA FOR IDENTIFYING OTHER CONTENT ITEMS OF INTEREST
OJOS.P120AU	AU	2009270946	14-Jul-2009	-	-	SYSTEM AND METHOD FOR USING SUPPLEMENTAL CONTENT ITEMS FOR SEARCH CRITERIA FOR IDENTIFYING OTHER CONTENT ITEMS OF INTEREST
OJOS.P120CA	CA	2,730,286	14-Jul-2009	-	-	SYSTEM AND METHOD FOR USING SUPPLEMENTAL CONTENT ITEMS FOR SEARCH CRITERIA FOR IDENTIFYING OTHER CONTENT ITEMS OF INTEREST
OJOS.P120JP	JP	2011-518858	14-Jul-2009	-	-	SYSTEM AND METHOD FOR USING SUPPLEMENTAL CONTENT ITEMS FOR SEARCH CRITERIA FOR IDENTIFYING OTHER CONTENT ITEMS OF INTEREST
OJOS.P120KR	KR	11-7003410	14-Jul-2009	-	-	SYSTEM AND METHOD FOR USING SUPPLEMENTAL CONTENT ITEMS FOR SEARCH CRITERIA FOR IDENTIFYING OTHER CONTENT ITEMS OF INTEREST

SCHEDULE A

Docket No.	Country	Application No.	Filing Date	Patent No.	Grant Date	Title
OJOS.P120WO	WO	PCT/US09/050600	14-Jul-2009	-	-	SYSTEM AND METHOD FOR USING SUPPLEMENTAL CONTENT ITEMS FOR SEARCH CRITERIA FOR IDENTIFYING OTHER CONTENT ITEMS OF INTEREST
OJOS.P121	US	12/792,704	02-Jun-2010	-	-	SYSTEM AND METHOD FOR LEARNING USER GENRES AND STYLES AND FOR MATCHING PRODUCTS TO USER PREFERENCES
OJOS.P121AU	AU	2010256641	02-Jun-2010	-	-	SYSTEM AND METHOD FOR LEARNING USER GENRES AND STYLES AND FOR MATCHING PRODUCTS TO USER PREFERENCES
OJOS.P121CA	CA	2,764,056	02-Jun-2010	-	-	SYSTEM AND METHOD FOR LEARNING USER GENRES AND STYLES AND FOR MATCHING PRODUCTS TO USER PREFERENCES
OJOS.P121EP	EP	10784043.1	02-Jun-2010	-	-	SYSTEM AND METHOD FOR LEARNING USER GENRES AND STYLES AND FOR MATCHING PRODUCTS TO USER PREFERENCES
OJOS.P121JP	JP	2012 - 514104	02-Jun-2010	-	-	SYSTEM AND METHOD FOR LEARNING USER GENRES AND STYLES AND FOR MATCHING PRODUCTS TO USER PREFERENCES
OJOS.P121KR	KR	2012-7000140	02-Jun-2010	-	-	SYSTEM AND METHOD FOR LEARNING USER GENRES AND STYLES AND FOR MATCHING PRODUCTS TO USER PREFERENCES
OJOS.P121WO	WO	PCT/US10/37139	02-Jun-2010	-	-	SYSTEM AND METHOD FOR LEARNING USER GENRES AND STYLES AND FOR MATCHING PRODUCTS TO USER PREFERENCES