

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

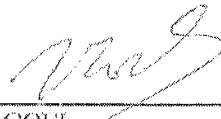
EPAS ID: PAT2805476

|   |                                   |                       |
|---|-----------------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                    |                       |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                        |                       |
| <b>CONVEYING PARTY DATA</b>   |                                   |                       |
|   | <b>Name</b>                       | <b>Execution Date</b> |
|   | VINAY GOEL                        | 07/08/2011            |
|   | KIRAN S. PANESAR                  | 07/08/2011            |
| <b>RECEIVING PARTY DATA</b>   |                                   |                       |
| <b>Name:</b>  | GOOGLE INC.                       |                       |
| <b>Street Address:</b>  | 1600 AMPHITHEATRE PARKWAY         |                       |
| <b>City:</b>  | MOUNTAIN VIEW                     |                       |
| <b>State/Country:</b>   | CALIFORNIA                        |                       |
| <b>Postal Code:</b>   | 94043                             |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |                                   |                       |
|   | <b>Property Type</b>              | <b>Number</b>         |
|   | Application Number:               | 14103581              |
| <b>CORRESPONDENCE DATA</b>  |                                   |                       |
| <b>Fax Number:</b>  |                                   |                       |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                                   |                       |
| <b>Phone:</b>   | (650) 839-5070                    |                       |
| <b>Email:</b>   | apsi@fr.com                       |                       |
| <b>Correspondent Name:</b>  | MARK D. KIRKLAND                  |                       |
| <b>Address Line 1:</b>  | FISH & RICHARDSON P.C.            |                       |
| <b>Address Line 2:</b>  | P.O.BOX 1022                      |                       |
| <b>Address Line 4:</b>  | MINNEAPOLIS, MINNESOTA 55440-1022 |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 16113-3012002                     |                       |
| <b>NAME OF SUBMITTER:</b>   | EDWARD L. PENANO                  |                       |
| <b>SIGNATURE:</b>   | /EDWARD L. PENANO/                |                       |
| <b>DATE SIGNED:</b>   | 04/08/2014                        |                       |
| <b>Total Attachments: 2</b>   |                                   |                       |
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| source=16113-3012_ASGN#page2.tif  |                                   |                       |

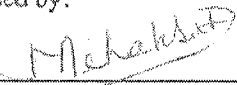
ASSIGNMENT

For valuable consideration, we, VINAY GOEL of Plot 359, RMV II Stage, 2nd Cross, Bangalore, Karnataka 560094, IN, and KIRAN S. PANESAR of 1022 Sobha Jasmine, Sarjapur Outer Ring Road, Bellandur, Bangalore, Karnataka 560103, IN, hereby assign to: Google Inc., a corporation of Delaware having a place of business at: 1600 Amphitheatre Parkway, Mountain View, California 94043, US; and its successors and assigns (collectively hereinafter called “the Assignee”), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled LEAD GENERATION SYSTEM AND METHODS, filed July 13, 2011, and assigned U.S. Serial Number 13/182,256, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application 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; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors’ certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Date: July 8, 2011

  
VINAY GOEL

Witnessed by:

  
Signature

Date: July 8, 2011

MEHAK SETH  
Typed or Printed Name

Google India Pvt. Ltd.

No. 3, RMZ Infinity,

Tower E, 4th Floor, 2nd

Witness Address Madras Road,  
Bangalore - 560016

Date: July 8, 2011

  
KIRAN S. PANESAR

Witnessed by:

  
Signature

Date: July 8, 2011

MEHAK SETH  
Typed or Printed Name

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RMZ Infinity, Tower E, 4th Floor

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Bangalore - 560016

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