

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2827528

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ABOUT, INC.	10/23/2003
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:	13244137	
CORRESPONDENCE DATA		
Fax Number:		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(650) 839-5070	
Email:	apsi@fr.com	
Correspondent Name:	MICHAEL P. SHEPHERD	
Address Line 1:	FISH & RICHARDSON P.C.	
Address Line 2:	P.O.BOX 1022	
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022	
ATTORNEY DOCKET NUMBER:	16113-0636002	
NAME OF SUBMITTER:	EDWARD L. PENANO	
SIGNATURE:	/EDWARD L. PENANO/	
DATE SIGNED:	04/24/2014	
Total Attachments: 2		
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EXECUTION VERSION

PATENT APPLICATION ASSIGNMENT

PATENT APPLICATION ASSIGNMENT (the "Assignment") made as of October 23, 2003, between ABOUT, INC., a Delaware corporation ("Assignor"), and GOOGLE INC., a Delaware corporation ("Assignee")..

WHEREAS, Assignor is the owner of patent applications listed on Schedule A attached hereto (collectively, the "Applications") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

WHEREAS, Assignee desires to acquire any and all rights that Assignor may have in and to the Applications and the registrations and applications thereof together with the goodwill connection with which Applications are used; and

WHEREAS, Assignor and Assignee have executed an Asset Purchase Agreement on the date hereof (the "Agreement"), pursuant to which Assignee is acquiring certain Assets from the Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors, assigns or other legal representatives, all of Assignor's right, title and interest in and to the Applications and to any and all reexaminations, reissues, continuations, continuations-in-part, renewals or extensions of the Applications in the United States and throughout the world for the full term or terms for which the Applications may be granted in the United States and throughout the world. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks or any other proper officer or agency of any country to issue all said Letters Patent to Assignee.

IN WITNESS WHEREOF, the Assignor has executed this Patent Application Assignment as of the date first written above.

ABOUT, INC.

By: Beverly C. Chell
Name: Beverly C. Chell
Title: Vice Chairman

UNITED STATES OF AMERICA:

STATE OF NEW YORK:

COUNTY OF NEW YORK:

On this 23rd day of October, 2003, before me appeared Beverly Chell, who signed this instrument, and who acknowledges that he signed it as a free act on behalf of About, Inc., as

Vice Chairman.

Jason S. Thaler
Notary Public

JASON S. THALER
Notary Public, State of New York
No. 02TH6062273
Qualified in New York County
Commission Expires August 06, 2005

SCHEDULE A

Country/Type	Patent	Status	App. No.	Filing Date
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US/Utility	Method and System for Providing Filtered Advertisements Over the Internet	Awaiting First Office Action	10/388,166	3/14/03
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