

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Darrell Anderson	07/07/2003
Paul Buchheit	08/12/2003
Alexander P. Carobus	08/11/2003
YINGWEI CUI	08/11/2003
Jeffrey A. Dean	08/11/2003
Georges Harik	09/12/2003
Deepak Jindal	08/11/2003
Narayanan Shivakumar	09/15/2003
<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:	11487117
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	(617) 542-5070
<b>Email:</b>	LYB@fr.com
<b>Correspondent Name:</b>	YINA MO
<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>	16113-5801002
<b>NAME OF SUBMITTER:</b>	LAKEISHA BRYANT
<b>SIGNATURE:</b>	/Lakeisha Bryant/

PATENT

<b>DATE SIGNED:</b>	05/29/2014
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**Total Attachments: 11**

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ASSIGNMENT

WHEREAS, we, Darrell Anderson, ASSIGNOR

a citizen of the USA, residing at 111 N. Rengstorff Ave.,  
Apt. #167, Mountain View, CA 94043;

Paul Buchheit, ASSIGNOR

a citizen of the USA, residing at 900 High School Way,  
Apt. #2324, Mountain View, CA 94041;

Alexander Paul Carobus, ASSIGNOR

a citizen of the USA, residing at 900 High School Way,  
Apt. #2137, Mountain View, CA 94041;

Yingwei Cui, ASSIGNOR

a citizen of the Peoples Republic of China, residing at  
6092 Willowgrove Lane, Cupertino, CA 95014;

Jeffrey A. Dean, ASSIGNOR

a citizen of the USA, residing at 884 Fifteenth Avenue,  
Menlo Park, CA 94025;

Georges R. Harik, ASSIGNOR

a citizen of the USA, residing at 950 High School Way,  
Apt. #3135, Mountain View, CA 94041;

Deepak Jindal, ASSIGNOR

a citizen of India, residing at 151 Calderon Avenue,  
Apt. #291, Mountain View, CA 94041; and

Narayanan Shivakumar, ASSIGNOR

a citizen of India, residing at 1093 McKay Drive, San Jose,  
CA 95131;

are the inventors of the invention in:

**SERVING ADVERTISEMENTS BASED ON CONTENT**

for which we executed an application for a Patent of the United States filed on February 26, 2003 as Application Serial No. 10/375,900; and

WHEREAS, **Google Technology Inc.**, a corporation of the State of **California** (or, following an anticipated reincorporation of the company, **Google Inc.**, a corporation of the State of **Delaware**), having a place of business at **2400 Bayshore Parkway, Mountain View, CA 94043**, ASSIGNEE

is desirous of obtaining the entire right, title and interest in, to and under the invention and the application;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, the ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention, and the United States application and all divisions, renewals and continuations (including all continuation-in-part applications) thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to us regarding the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

The undersigned hereby grant(s) the law firm of Straub & Pokotylo the power to insert on this Assignment any further identification, including the application serial number, which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this

7 day of July, 2003.

Darrell Anderson

Darrell Anderson, Assignor

WITNESSED BY:

Karen Robertsen  
Name

2400 Bayshore Parkway  
Address

Mountain View, CA 94043

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
12 day of August, 2003.



Paul Buchheit, Assignor

WITNESSED BY:

Karen Robertson  
Name

2400 Bayshore Parkway  
Address

Mountain View, CA 94043

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
11 day of August, 2003.



Alexander Paul Carobus, Assignor

WITNESSED BY:

Karen Robertson  
Name

2400 Bayshore Parkway  
Address

Mountain View, CA 94043



IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
11th day of August, 2003.



Yingwei Cui, Assignor


WITNESSED BY:

Karen Robertsen  
Name

2400 Bayshore Parkway  
Address

Mountain View, CA 94043

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
11th day of August, 2003.

  
\_\_\_\_\_  
Jeffrey A. Dean, Assignor

WITNESSED BY:

Karen Robertson  
\_\_\_\_\_  
Name

2400 Bayshore Parkway  
\_\_\_\_\_  
Address

Mountain View, CA 94043

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
12 day of Sept, 2003.



Georges R. Harik, Assignor

WITNESSED BY:

Karen Robertsen  
Name

2400 Bayshore Parkway  
Address

Mountain View CA 94043

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
11<sup>th</sup> day of August, 2003.

Deepak Jindal  
Deepak Jindal, Assignor

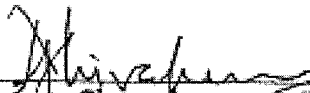
WITNESSED BY:

Karen Robertson  
Name

2400 Bayshore Parkway  
Address

Mountain View, CA 94043

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
15 day of Sep, 2003.

  
\_\_\_\_\_  
Narayana Shivakumar, Assignor

WITNESSED BY:

Karen Robertson  
Name

Google Inc.  
Address

Mountain View, CA