

## 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>
ANT OZTASKENT	11/27/2014
YAROSLAV VOLOVICH	11/26/2014
INGRID MCAULAY TROLLOPE	11/26/2014
MARGARET HOLLENDONER	12/03/2014
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<b>Street Address:</b>	1600 AMPHITHEATRE PARKWAY
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<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94043
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14556317
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<b>NAME OF SUBMITTER:</b>	JOHN D. LANZA
<b>SIGNATURE:</b>	/John D. Lanza/
<b>DATE SIGNED:</b>	12/03/2014
<b>Total Attachments: 6</b>	
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For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor (hereinafter referred to singly and collectively as "ASSIGNOR") has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto

Google Inc.  
1600 Amphitheatre Parkway  
Mountain View, CA 94043

(hereinafter referred to as "ASSIGNEE") its successors and assigns, the full and exclusive right, title and interest for the United States, its territories and possessions, and all foreign countries in and to this invention relating to

**SYSTEMS AND METHODS FOR IDENTIFYING USERS WHO WATCHED A  
TELEVISION ADVERTISEMENT**

as set forth in this United States Patent Application

*check one*    ☐ executed concurrently herewith,  
                  ☐ executed on \_\_\_\_\_,  
                  ☒ Serial No. 14/556,317      Filed December 1, 2014

as well as in and to (a) all improvements and modifications of the above-identified invention or inventions, (b) the above-identified application and all other applications for Letters Patent of the United States and countries foreign thereto for above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from said applications in the United States and countries foreign thereto, (d) all divisions, continuations, reissues, and extensions of said applications and Letters Patent, and (e) the right to claim for any of said applications the full benefits and priority rights under the Patent Cooperation Treaty, the Paris Convention and any other international agreement; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

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ASSIGNOR HEREBY REPRESENTS AND WARRANTS that ASSIGNOR has the full and unencumbered right to sell, assign, and transfer the interests sold, assigned, and transferred herein, and that ASSIGNOR has not executed and will not execute any document or instrument in conflict herewith.

ASSIGNOR HEREBY GRANTS to the law firm of **Foley & Lardner LLP** the power and authority to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

ASSIGNOR UNDERSTANDS AND AGREES that the attorneys and agents of the law firm of **Foley & Lardner LLP** do not personally represent ASSIGNOR OR ASSIGNOR's legal interests, but instead represent the interests of ASSIGNEE; since said attorneys and agents cannot provide legal advice to ASSIGNOR with respect to this Assignment, ASSIGNOR acknowledges its right to seek its own independent legal counsel.

**NAME AND SIGNATURE OF INVENTOR**

NAME: ANT OZTASKENT

Signature /Ant Oztaskent/

Date: Nov 27, 2014

**NAME AND SIGNATURE OF INVENTOR**

NAME: YAROSLAV VOLOVICH

Signature / Yaroslav Volovich /

Date: Nov 26, 2014

**NAME AND SIGNATURE OF INVENTOR**

NAME: INGRID MCAULAY TROLLOPE

Signature /Ingrid McAulay Trollope/

Date: Nov 26, 2014

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**NAME AND SIGNATURE OF INVENTOR**

NAME: MARGARET HOLLENDONER

Signature /Margaret Hollendoner/

Date: Dec 3, 2014