

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT3289186

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JUSTIN LEWIS	03/29/2015
RUXANDRA GEORGIANA DAVIES	03/27/2015
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:	14673377
CORRESPONDENCE DATA	
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<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>	
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Address Line 1:	7700 FORSYTH BOULEVARD
Address Line 2:	SUITE 1800
Address Line 4:	ST. LOUIS, MISSOURI 63105
ATTORNEY DOCKET NUMBER:	31549-00219
NAME OF SUBMITTER:	DANIEL M. FITZGERALD
SIGNATURE:	/Daniel M. Fitzgerald/
DATE SIGNED:	03/30/2015
Total Attachments: 3	
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source=Assignment-20060848#page3.tif	

ASSIGNMENT

In consideration of One Dollar and other good and valuable consideration, of which I/we acknowledge receipt, I/we,

Justin Lewis of Marina del Rey, California
Ruxandra Georgiana Davies of Santa Monica, California

hereby sell and assign to **GOOGLE INC.** (hereinafter referred to as Assignee), a Delaware Corporation, with its principal address at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, its successors and assigns my (our) entire respective right(s), title(s) and interest(s) in and to the invention and improvements invented and originated by me/us described in provisional U.S. Patent Application No. 62/056,991 filed September 29, 2014 and described in non-provisional U.S. Application for United States Patent currently entitled:

SYSTEMS AND METHODS FOR SERVING ONLINE CONTENT BASED ON USER ENGAGEMENT DURATION

☒ executed concurrently herewith,

☐ filed on having Serial Number

and any and all applications for patent and patents therefrom in any and all countries, including all divisions, continuations, reexaminations and reissues thereof, and all rights of priority resulting from the filing of said United States application, and authorize and request any official whose duty it is to issue patents, to issue any patent on said inventions and improvements resulting therefrom to said Assignee, or its successors or assigns and agree that on request and without further consideration, but at the expense of said Assignee, I/we will communicate to said Assignee or its representatives or nominees any facts known to me/us respecting said inventions and improvements and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, reexamination and reissue applications, make all rightful oaths and generally do everything possible to aid said Assignee, its successors, assigns, and nominees to obtain and enforce proper patent protection for said invention and its improvements in all countries.

Attorney Docket No.: 31549-00219

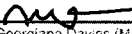
INVENTOR 1

Signature: JL
Justin Lewis (Mar 29, 2015)
Justin Lewis

Date: Mar 29, 2015

Attorney Docket No.: 31549-00219

INVENTOR 2

Signature: 
Ruxandra Georgiana Davies (Mar 27, 2015)
Ruxandra Georgiana Davies

Date: Mar 27, 2015