

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JUSTIN LEWIS	05/14/2015
GAVIN JAMES	05/14/2015
RECEIVING PARTY DATA	
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State/Country:	CALIFORNIA
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14715247
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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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NAME OF SUBMITTER:	PHILIP R. POH
SIGNATURE:	/Philip R Poh/
DATE SIGNED:	05/19/2015
Total Attachments: 2	
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ASSIGNMENT

WHEREAS, we, the undersigned ("the Assignors"), are the inventors of a certain new and useful invention and discovery entitled "METHODS, SYSTEMS, AND MEDIA FOR GENERATING CONTEXTUALLY RELEVANT MESSAGES" ("the Invention") for which an application ("the Application") for Letters Patent is about to be filed in the United States Patent and Trademark Office.

WHEREAS, Google Inc., existing under the laws of the State of Delaware, having its principal office at 1600 Amphitheatre Parkway, Mountain View, California 94043, which, together with its successors and assigns (collectively the "Assignee") is desirous of acquiring the title, rights, benefits, and privileges hereinafter recited.

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby assign to Assignee all of Assignors' rights, titles, and interests in and to the Invention, all improvements therein, the Application and all priority rights arising therefrom, and any applications and/or patents, and any reissues and extensions thereof, which issue in any country upon any patent applications which correspond with any of the following: the Application; any application that claims priority from the Application (including utility applications, divisionals, continuations, continuations-in-part, international applications, and/or foreign regional and/or national applications); any application from which the Application claims priority (including provisional applications, non-provisional applications, international applications, foreign regional applications, and/or foreign national applications); or any application based in whole or in part on any of the foregoing.

Assignors agree that such Assignors and Assignors' heirs and legal representatives will, without further consideration, cooperate with Assignee in the prosecution of all of the above applications, execute, verify, acknowledge and deliver all such further papers, including applications for patents and for reissues and extensions therefor, and instruments of assignment and transfer thereof, and will communicate any facts known to Assignors relating to the Invention, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee. Assignors further agrees that such Assignors will, without further compensation to Assignors during the term of such Assignors' employment by Assignee and thereafter for reasonable compensation as determined by Assignee, perform such other acts as may be reasonably required when requested by Assignee, including attending depositions, preparing and executing declarations and affidavits and testifying as a witness, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee.


I hereby represent and warrant that I have full power to make this assignment and that the rights, titles, and interests assigned are not encumbered by any grant, license, or right heretofore given.


Justin Lewis (May 14, 2015)

Date: May 14, 2015

Justin Lewis
Marina Del Rey, California

I hereby represent and warrant that I have full power to make this assignment and that the rights, titles, and interests assigned are not encumbered by any grant, license, or right heretofore given.


Gavin James (May 14, 2015)

Date: May 14, 2015

Gavin James
Los Angeles, California

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