

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3428780

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Pavel Kobayakov	08/30/2012
Fedor Labounko	09/04/2012
<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>
<b>Application Number:</b>	14429715
<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>	(404) 892-5005
<b>Email:</b>	apsi@fr.com
<b>Correspondent Name:</b>	PAUL E. FRANZ
<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>	16113-4308US1
<b>NAME OF SUBMITTER:</b>	MARY O'CONNOR
<b>SIGNATURE:</b>	/Mary E. O'Connor/
<b>DATE SIGNED:</b>	07/07/2015
<b>Total Attachments: 2</b>	
source=Assignment_16113-4308US1#page1.tif	
source=Assignment_16113-4308US1#page2.tif	

ASSIGNMENT and CONFIRMATION

I, Pavel Kobyakov, hereby confirm the sale, assignment, and transfer to Google Inc., a Delaware corporation having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043, and its successors and assigns (collectively, "ASSIGNEE") of all of my right, title and interest throughout the world in and to any and all inventions and improvements that are the subject of a patent document entitled

"DETERMINING A CONFIGURATION OF A CONTENT ITEM DISPLAY ENVIRONMENT",

which document is found in an international patent application under the Patent Cooperation Treaty (PCT) assigned PCT Application No. PCT/UA2012/000087 and filed on 20/09/2012. I authorize and request the attorneys filing said application to complete this assignment by inserting above the filing date and serial number of said application when known. The foregoing sale, assignment, and transfer occurred by operation of an employment agreement between me and my employer in Canada, which employer is an affiliate of Google Inc., and further by operation of a Research & Development Services Agreement between my employer and Google Inc. Should I have any remaining interest, I hereby sell, assign, and transfer any right, title or interest I may have in said inventions and improvements anywhere in the world to ASSIGNEE.

This assignment and confirmation includes the foregoing patent application or patent; all legal equivalents thereof in any country and all patents issuing therefrom; all patents, utility models, and design registrations granted for any of said inventions and improvements throughout the world; and the right to claim priority based on the filing date of the foregoing patent application or patent under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes. I authorize ASSIGNEE to apply in all countries in my name or in the name of ASSIGNEE for patents, utility models, and design registrations and like rights of exclusion and for inventors' certificates for the assigned inventions and improvements.

The foregoing assignments have been made for good and valuable consideration, the receipt of which is hereby acknowledged, and in accordance with the employment agreement existing at the time the inventions and improvements were made.

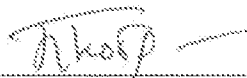
I hereby represent and covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with the assignment of the inventions and improvements to ASSIGNEE.

I further covenant for myself and my heirs, legal representatives and assigns to provide to ASSIGNEE promptly upon the request of ASSIGNEE all pertinent facts and documents relating to any of the above-mentioned inventions and improvements, patent applications, patents and legal equivalents, as may be known and accessible to me, to testify as to the same in any interference, litigation, or proceeding relating thereto; and promptly to execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue or enforce any of the above-mentioned applications, inventions and improvements, patents and equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

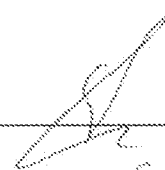
Executed this

Signature of Inventor

30 day of August, 2012

  
Pavel Kobyakov

Witnessed by:

Signature: 

Typed or Printed Name: ER TURK DUVKSOY

Witness Address: 207-6 BLYBECK CREEK  
Kitcher, ON, N2M 2G6

ASSIGNMENT and CONFIRMATION

I, Fedor Labounko, hereby confirm the sale, assignment, and transfer to Google Inc., a Delaware corporation having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043, and its successors and assigns (collectively, "ASSIGNEE") of all of my right, title and interest throughout the world in and to any and all inventions and improvements that are the subject of a patent document entitled

"DETERMINING A CONFIGURATION OF A CONTENT ITEM DISPLAY ENVIRONMENT",

which document is found in an international patent application under the Patent Cooperation Treaty (PCT) assigned PCT Application No. PCT/UA2012/000087 and filed on 20/09/2012. I authorize and request the attorneys filing said application to complete this assignment by inserting above the filing date and serial number of said application when known. The foregoing sale, assignment, and transfer occurred by operation of an employment agreement between me and Google Inc. Should I have any remaining interest, I hereby sell, assign, and transfer any right, title or interest I may have in said inventions and improvements anywhere in the world to ASSIGNEE.

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Executed this

Signature of Inventor

4 day of Sept, 2012

F. Labounko  
Fedor Labounko

Witnessed by:

Signature: Charles Hon

Typed or Printed Name: Charles Hon

Witness Address: 96 Ninth Ave / Fl. 4  
NY, NY 10011

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