

<b>PATENT ASSIGNMENT COVER SHEET</b>
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 Stylesheet Version v1.2

EPAS ID: PAT3473028

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Jeffrey Adgate Dean	06/14/2005
Georges Harik	06/14/2005
Paul Buchheit	08/23/2005
<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>	14816205
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
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<b>Phone:</b>	(617) 956-5936
<b>Email:</b>	apsi@fr.com
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<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>	16113-5800005
<b>NAME OF SUBMITTER:</b>	LAKEISHA BRYANT
<b>SIGNATURE:</b>	/Lakeisha Bryant/
<b>DATE SIGNED:</b>	08/06/2015
<b>Total Attachments: 6</b>	
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**ASSIGNMENT**  
(multiple inventors)

WHEREAS, We, **Jeffrey A. DEAN**, ASSIGNOR

a citizen of the USA, residing at **3179 Stockton Place, Palo Alto, CA 94303,**

**Georges R. HARIK**, ASSIGNOR

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

**Paul BUCHHEIT**, ASSIGNOR

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

are the inventors of the invention in:

**METHODS AND APPARATUS FOR SERVING RELEVANT ADVERTISEMENTS**

for which a United States provisional application under 35 U.S.C. § 111(b)

was filed on September 24, 2002, and assigned application serial number 60/413,536, or

is filed herewith;

and WHEREAS, **Google, Inc.**, a corporation of the State of Delaware, having a place of business at **1600 Amphitheatre 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, in consideration of the sum of One Dollar (\$1.00) to each of us in hand paid, and other 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 provisional application and all related utility United States applications, 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 have been or may hereafter be filed for the invention or claim the benefit of the application or any right of priority to the application, in any and all countries including 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;

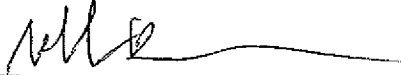
AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, 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 14  
day of June, 2005.

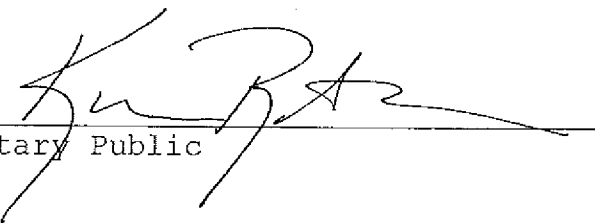


Jeffrey A. DEAN, Assignor

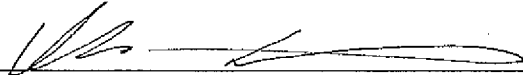
State of California

County of Santa Clara

On this 14<sup>th</sup> day of June, 2005, before  
me, a Notary Public in and for the State and County aforesaid,  
personally appeared Jeffrey Dean, known to me to  
be the person(s) of that name, who signed and sealed the  
foregoing instrument, and he (they) acknowledged the same to be  
his (their) act and deed.

  
Notary Public

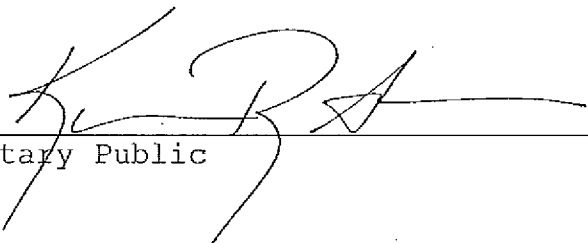
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 14<sup>th</sup>  
day of June, 2005.

  
\_\_\_\_\_  
Georges R. HARIK, Assignor

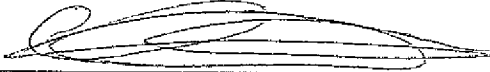
State of So California  
County of Santa Clara

On this 14<sup>th</sup> day of June, 2005, before  
me, a Notary Public in and for the State and County aforesaid,  
personally appeared Georges R. Harik, known to me to  
be the person(s) of that name, who signed and sealed the  
foregoing instrument, and he (they) acknowledged the same to be  
his (their) act and deed.



  
\_\_\_\_\_  
Notary Public

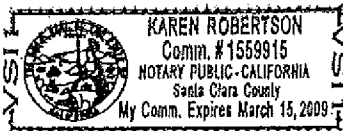
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 23<sup>rd</sup>  
day of August, 2005.


  
\_\_\_\_\_  
Paul BUCHHEIT, Assignor

State of California

County of Santa Clara

On this 23<sup>rd</sup> day of August, 2005, before  
me, a Notary Public in and for the State and County aforesaid,  
personally appeared Paul Buchheit, known to me to  
be the person(s) of that name, who signed and sealed the  
foregoing instrument, and he (they) acknowledged the same to be  
his (their) act and deed.



  
\_\_\_\_\_  
Notary Public