

## 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>
TU TSAO	08/02/2011
NIGEL CHOI	05/23/2011
VINOD KUMAR RAMACHANDRAN	05/23/2011
PING WU	05/23/2011
<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>Patent Number:</b>	8954523
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	098981-4000
<b>NAME OF SUBMITTER:</b>	JOHN D. LANZA
<b>SIGNATURE:</b>	/John D. Lanza/
<b>DATE SIGNED:</b>	08/18/2015
<b>Total Attachments: 4</b>	
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ASSIGNMENT

For valuable consideration, We, Tu TSAO of Mountain View, California, Nigel CHOI of Palo Alto, California, Vinod Kumar RAMACHANDRAN of Sunnyvale, California and Ping WU of Saratoga, California, hereby assign to:

Google Inc., a corporation of Delaware having a place of business at:  
1600 Amphitheatre Parkway, Mountain View, California 94043; and

its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled METHOD AND APPARATUS FOR IDENTIFYING VIRTUAL CONTENT CANDIDATES TO ENSURE DELIVERY OF VIRTUAL CONTENT, filed January 3, 2011, and assigned U.S. Serial Number 61/429,404, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application 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; and we authorize the Assignee to apply in all countries in my name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for us and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.



Name(Inventor) \_\_\_\_\_  
 Witnessed by: \_\_\_\_\_ (Signature)  
 \_\_\_\_\_ Tu TSAO  
 Signature \_\_\_\_\_ (Typed or Printed Name)  
 \_\_\_\_\_  
 Typed or Printed Name \_\_\_\_\_  
 \_\_\_\_\_  
 Date: \_\_\_\_\_

Witness Address \_\_\_\_\_  
 Date: \_\_\_\_\_

Name(Inventor) \_\_\_\_\_  
 Witnessed by: \_\_\_\_\_ (Signature)  
 \_\_\_\_\_ Nigel CHOI  
 Signature \_\_\_\_\_ (Typed or Printed Name)  
 \_\_\_\_\_  
 Typed or Printed Name \_\_\_\_\_  
 \_\_\_\_\_  
 Date: \_\_\_\_\_ 5/23/2011

321 Bryant Ct  
 Palo Alto 94301  
 Witness Address \_\_\_\_\_  
 Date: \_\_\_\_\_ 5/23/2011

Name(Inventor)

*[Handwritten Signature]*

(Signature)

Vinod Kumar RAMACHANDRAN

(Typed or Printed Name)

Witnessed by:

*[Handwritten Signature]*

Signature

JASON LORATTO  
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Date: MAY 23, 2011

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Date: MAY 23, 2011

Name(Inventor)

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(Signature)

Ping WU

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Witnessed by:

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Signature

VINCE GATTO  
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Date: May 23, 2011

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Date: 2011/5/23