

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT3550081

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
WEI-HSIN LEE	08/29/2011
JACOB D. SCHONBERG	08/29/2011
CHIU WAH KELVIN SO	08/29/2011
JIANFENG SHEN	08/30/2011
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:	14870725
CORRESPONDENCE DATA	
Fax Number:	
<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>	
Email:	ejahaj@foley.com
Correspondent Name:	FOLEY AND LARDNER LLP
Address Line 1:	111 HUNTINGTON AVE
Address Line 2:	SUITE 2500
Address Line 4:	BOSTON, MASSACHUSETTS 02199
ATTORNEY DOCKET NUMBER:	098981-4149
NAME OF SUBMITTER:	JAMES C. DE VELLIS
SIGNATURE:	/James C. De Vellis/
DATE SIGNED:	09/30/2015
Total Attachments: 3	
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ASSIGNMENT

For valuable consideration, we, WEI-HSIN LEE of 20682 Trinity Avenue, Saratoga, CA 95070, JACOB D. SCHONBERG of 46 Liberty Street, San Francisco, CA 94110, CHIU WAH KELVIN SO of 150 Montelena Court, Mountain View, CA 94040, JIANFENG SHEN of 3912 Emerald Isle Lane, San Jose, CA 95135, of, 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 RETARGETING IN A SEARCH ENVIRONMENT, filed August 31, 2011 and assigned U.S. Serial Number 13/222,380 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 our 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 ourselves 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.

Wei Hsin Lee
WEI-HSIN LEE

Witnessed by:

KE CHEN
Signature

Date: 08/29/11

KE CHEN
Typed or Printed Name

450 Purisima Ave
Sunnyvale, CA 94086
Witness Address

Jacob D. Schonberg
JACOB D. SCHONBERG

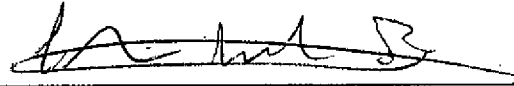
Witnessed by:

Robert L. Sammons
Signature

Date: 08/29/11

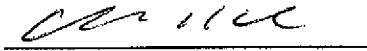
Robert L. Sammons
Typed or Printed Name

7067 Golden Gate Dr
San Jose, CA 95129
Witness Address



CHIU WAH KELVIN SO

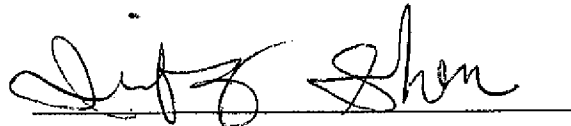
Witnessed by:


Signature

Date: 08/29/11

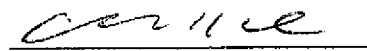
KE CHEN
Typed or Printed Name

450 purisima Ave
Sunnyvale, CA 94086
Witness Address



JIANFENG SHEN

Witnessed by:


Signature

Date: 8/30/11

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