

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ADAM WILLIAM POWELL	01/05/2016
	NEEL RAO	11/30/2015
	BENJAMIN DAVID POIESZ	11/30/2015
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:	14988218	
CORRESPONDENCE DATA		
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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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ATTORNEY DOCKET NUMBER:	1233-001US01	
NAME OF SUBMITTER:	MEGHAN D. HUSO	
SIGNATURE:	/Meghan D. Huso/	
DATE SIGNED:	01/05/2016	
Total Attachments: 1		
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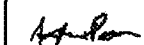
Attorney Docket No.: 1233-001US01

ASSIGNMENT

For good and valuable consideration, which is hereby acknowledged, We, Adam William Powell, Neel Rao, and Benjamin David Poiesz of 1600 Amphitheatre Parkway, Mountain View, California 94043, hereby assign to: Google Inc., a corporation of the State 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 the subject of an application for United States Patent signed by us, entitled DYNAMIC DEEP LINKS TO TARGETS, filed January 05, 2016, and assigned U.S. Serial Number 14/988,218; this assignment including said application, any provisional, continuation, continuation-in-part, divisional, reissue, renewal, extension or other application for any of said inventions or improvements, any and all United States and foreign patents, utility models, and design registrations granted disclosing any of said inventions or improvements, and the right to claim priority based on the filing date of any of these applications 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, and including any claims for damages by reason of past infringement or for provisional rights, and right to sue for and collect on such claims for the Assignee's own use and benefit. We hereby authorize Google Inc., its employees, and its legal representatives to fill in the serial number and filing date above after this document has been executed.

Date: 1/5/2016

DocuSigned by:




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Adam William Powell

Date: 11/30/2015

DocuSigned by:



2DEF85E351E1498

Neel Rao

Date: 11/30/2015

DocuSigned by:



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Benjamin David Poiesz