

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT3801902

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the ASSIGNMENT previously recorded on Reel 033957 Frame 0490. Assignor(s) hereby confirms the CORRECT NAME OF ASSIGNOR ANDREW GILFIND IS ANDREW GILDFIND.
CONVEYING PARTY DATA	
Name	Execution Date
YAROSLAV VOLOVICH	07/21/2014
RAIMUNDO MIRISOLA	07/17/2014
SIMON MICHAEL ROWE	07/17/2014
NICK ARINI	08/07/2014
ANDREW GILDFIND	08/05/2015
ANT OZTASKENT	07/16/2014
IAIN MERRICK	10/09/2014
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:	14342343
CORRESPONDENCE DATA	
Fax Number:	(650)843-4001
<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>	
Phone:	650-843-4000
Email:	LQUINTANA@MORGANLEWIS.COM
Correspondent Name:	DOUGLAS J. CRISMAN
Address Line 1:	MORGAN, LEWIS & BOCKIUS
Address Line 2:	1400 PAGE MILL ROAD
Address Line 4:	PALO ALTO, CALIFORNIA 94304
ATTORNEY DOCKET NUMBER:	060963-5752-US
NAME OF SUBMITTER:	LINDA QUINTANA

SIGNATURE:	/Linda Quintana/
DATE SIGNED:	03/27/2016
Total Attachments: 10 source=060963-5752-US_CorrectiveAssignment#page1.tif source=060963-5752-US_CorrectiveAssignment#page2.tif source=060963-5752-US_CorrectiveAssignment#page3.tif source=060963-5752-US_CorrectiveAssignment#page4.tif source=060963-5752-US_CorrectiveAssignment#page5.tif source=060963-5752-US_CorrectiveAssignment#page6.tif source=060963-5752-US_CorrectiveAssignment#page7.tif source=060963-5752-US_CorrectiveAssignment#page8.tif source=060963-5752-US_CorrectiveAssignment#page9.tif source=060963-5752-US_CorrectiveAssignment#page10.tif	



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PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>YAROSLAV VOLOVICH</td><td>07/21/2014</td></tr><tr><td>RAIMUNDO MIRISOLA</td><td>07/17/2014</td></tr><tr><td>SIMON MICHAEL ROWE</td><td>07/17/2014</td></tr><tr><td>NICK ARINI</td><td>08/07/2014</td></tr><tr><td>ANDREW GILFIND</td><td>10/13/2014</td></tr><tr><td>ANT OZTASKENT</td><td>07/16/2014</td></tr><tr><td>IAIN MERRICK</td><td>10/09/2014</td></tr></tbody></table>	Name	Execution Date	YAROSLAV VOLOVICH	07/21/2014	RAIMUNDO MIRISOLA	07/17/2014	SIMON MICHAEL ROWE	07/17/2014	NICK ARINI	08/07/2014	ANDREW GILFIND	10/13/2014	ANT OZTASKENT	07/16/2014	IAIN MERRICK	10/09/2014	
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Correspondent Name:	DOUGLAS J. CRISMAN
Address Line 1:	MORGAN, LEWIS & BOCKIUS
Address Line 2:	3000 EL CAMINO REAL, BLDG. 2, SUITE 700
Address Line 4:	PALO ALTO, CALIFORNIA 94306
ATTORNEY DOCKET NUMBER:	060963-5752-US
NAME OF SUBMITTER:	LINDA L. QUINTANA
Signature:	/Linda L. Quintana/
Date:	10/15/2014
Total Attachments: 6 source=GP-4479-01-US_FullyExecutedAssignment_069063-5752-US#page1.tif source=GP-4479-01-US_FullyExecutedAssignment_069063-5752-US#page2.tif source=GP-4479-01-US_FullyExecutedAssignment_069063-5752-US#page3.tif source=GP-4479-01-US_FullyExecutedAssignment_069063-5752-US#page4.tif source=GP-4479-01-US_FullyExecutedAssignment_069063-5752-US#page5.tif source=GP-4479-01-US_FullyExecutedAssignment_069063-5752-US#page6.tif	
RECEIPT INFORMATION	
EPAS ID:	PAT3066815
Receipt Date:	10/15/2014

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ASSIGNMENT

WHEREAS, WE, **Yaroslav Volovich**, citizen of Great Britain, residing in Cambridge, GB; **Raimundo Mirisola**, citizen of Great Britain, residing in London, GB; **Simon Michael Rowe**, citizen of Great Britain, residing in Finchampstead, GB; **Nick Arini**, citizen of Great Britain, residing in Southampton, GB; **Andrew Gildfind**, citizen of Great Britain, residing in Brixton, GB; **Ant Oztascent**, citizen of Great Britain, residing in Sutton, GB; and **Iain Merrick**, citizen of Great Britain, residing in London, GB, ASSIGNORS, are the inventors of the invention in **METHOD AND SYSTEM FOR COLLECTING AND MANAGING TV VIEWERSHIP DATA**, described in an application for a Patent of the United States

- ☐ which is executed on ☐ even date herewith
- ☒ which is identified by Morgan, Lewis & Bockius LLP docket no. 60963-5752-US
- ☒ which was filed on February 28, 2014, Application No. 14/342,343
- ☒ which claims priority on U.S. Provisional Patent Application No(s). 61/529,808
- ☐ We hereby authorize and request our attorney, Gary S. Williams, of Morgan, Lewis & Bockius LLP, to insert here in parenthesis (Application number _____, filed _____) the filing date and application number of said application when known.

and WHEREAS, **GOOGLE INC.**, ASSIGNEE, having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and any substitute applications therefore, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; the said United States provisional patent application(s), if any, on which the said United States application claims priority; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in 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 said United States application and said United States provisional patent application(s), if any, 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, inventors' certificates and designs which may be granted for said 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 said 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 herein 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 said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said 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 said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date _____ L.S.
Yaroslav Volovich

Date _____ L.S.
Raimundo Mirisola

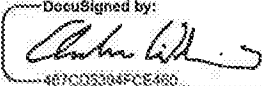
Date _____

Simon Michael Rowe L.S.

Date _____

Nick Arini L.S.

Date 8/5/2015

DocuSigned by:


Andrew Gildfind L.S.

Date _____

Ant Oztascent L.S.

Date _____

Iain Merrick L.S.

ASSIGNMENT

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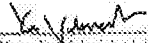
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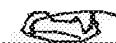
Date Jul 21, 2014


Yaroslav Volovich (Jul 21, 2014)

L.S.

Yaroslav Volovich

Date Jul 17, 2014


Raimundo Mirisola (Jul 17, 2014)

L.S.

Raimundo Mirisola

DB2/21162031.2

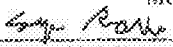
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PATENT
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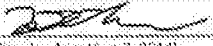
Date Jul 17, 2014


Simon Rowe (Jul 17, 2014)

L.S.

Simon Michael Rowe

Date Aug 7, 2014


Nick Arini (Aug 7, 2014)

L.S.

Nick Arini

Date _____

L.S.

Andrew Giffind

Date Jul 16, 2014


Ant Oztasent (Jul 16, 2014)

L.S.

Ant Oztasent

Date _____

L.S.

Iain Merrick

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Andrew Gilfind

Date _____ L.S.
Ant Oztascent

Date Oct 9, 2014 L.S.

Iain Merrick