

## PATENT ASSIGNMENT COVER SHEET

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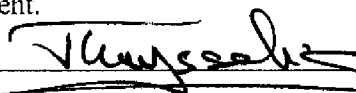
EPAS ID: PAT3881097

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	Peter Kellis Kamvysselis	06/04/2008
<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>	15097689	
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>	(877)769-7945	
<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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<b>ATTORNEY DOCKET NUMBER:</b>	16113-0888002	
<b>NAME OF SUBMITTER:</b>	SHANNON GLAESER	
<b>SIGNATURE:</b>	/Shannon Glaeser/	
<b>DATE SIGNED:</b>	05/19/2016	
<b>Total Attachments: 1</b>		
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Attorney's Docket No.: 16113-0888P01  
Client's Ref. No.: GP-1396-00-PR

### ASSIGNMENT

For valuable consideration, I, PETER KELLIS KAMVYSSELIS of 2211 Rock Street, Mountain View, CA 94043, 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 me, entitled DYNAMIC ADVERTISEMENT TARGETING, filed 10/1/2007, and assigned U.S. Serial Number 60/976,793, and I 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 I 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 I agree for me and my 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.

  
\_\_\_\_\_  
PETER KELLIS KAMVYSSELIS

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 6/4/08

Oliver Deighton  
\_\_\_\_\_  
Typed or Printed Name  
1600 Amphitheatre Pkwy  
Mountain View, CA 94043  
\_\_\_\_\_  
Witness Address

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