

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
PAUL BUCHHEIT	08/23/2005
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:	13371570
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NAME OF SUBMITTER:	SHANNON GLAESER
SIGNATURE:	/Shannon Glaeser/
DATE SIGNED:	02/07/2017
Total Attachments: 3	
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Atty. Doc. No.: Google-35APP (GP-090-00-US)

ASSIGNMENT
(single inventor)

WHEREAS, I, **Paul BUCHHEIT**, ASSIGNOR

a citizen of the **USA**, residing at **900 High School Way,**
Apt. #2324, Mountain View, CA 94041;

am an inventor of the invention in:

**IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH
CONTENT-RELATED ADVERTISEMENTS**

for which provisional and utility applications for a Patent
of the United States

were filed on February 28, 2003, as application
serial number 60/450,775, and on December 29, 2003
as application serial number 10/748,870; or

is filed herewith;

and WHEREAS, **Google, Inc.**, a corporation of the State of
Delaware, having a place of business at **1600 Amphitheatre
Parkway, Mountain View, CA 94043**, ASSIGNEE

is desirous of obtaining the entire right, title and
interest in, to and under the invention and the
application;

NOW, THEREFORE, for good and valuable consideration, the
receipt of which is hereby acknowledged, I, the ASSIGNOR,
have sold, assigned, transferred and set over, and by these
presents do hereby sell, assign, transfer and set over,
unto the ASSIGNEE, its successors, legal representatives
and assigns, the entire right, title and interest in, to
and under the invention, and the United States application
and all divisions, renewals and continuations (including
all continuation-in-part applications) thereof, and all
Patents of the United States which may be granted thereon
and all reissues and extensions thereof; and all
applications for industrial property protection, including,
without limitation, all applications for patents, utility
models and designs which may hereafter be filed for the

invention or claim the benefit of the application or any right of priority to the application, in any and all countries including 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 the United States application 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, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND I 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 ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

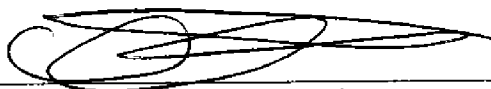
AND I HEREBY covenant and agree that I have full right to convey the entire interest assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding the 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 ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

The undersigned hereby grant(s) the law firm of Straub & Pokotylo the power to insert on this Assignment any further identification, including the application serial number, which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this

23rd day of August, 2005.



Paul BUCHHEIT, Assignor

WITNESSED BY:

Karen Robertson
Name

1600 Amphitheatre Parkway
Address

Mountain View, CA 94043