

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ross Koningstein	06/16/2004
Valentin Spitkovsky	05/24/2004
Georges Harik	08/16/2004
Noam M. Shazeer	08/25/2006
RECEIVING PARTY DATA	
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City:	MOUNTAIN VIEW
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15596210
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SIGNATURE:	/Lakeisha Bryant/
DATE SIGNED:	05/17/2017
Total Attachments: 7	
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ASSIGNMENT

WHEREAS, we, **Ross KONINGSTEIN**, ASSIGNOR

a citizen of the **USA**, residing at **1028 Henderson Avenue, Menlo Park, CA 94025;**

Valentin SPITKOVSKY, ASSIGNOR

a citizen of the **USA**, residing at **257 Arriba Drive, Apt. # 7, Sunnyvale, CA 94086;**

Georges R. HARIK, ASSIGNOR

a citizen of the **USA**, residing at **950 High School Way, Apt. # 3135, Mountain View, CA 94041;** and

Noam SHAZEER, ASSIGNOR

a citizen of the **USA**, residing at ~~**455 Forest Avenue, Apt. # 2, Palo Alto, CA 94301;**~~

*2400 W El Camino Real #907
Mountain View CA US 94040
NS 8/25/06*

are the inventors of the invention in:

SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR ADVERTISEMENTS

for which an application for a Patent of the United States

was filed on December 31, 2003, as application serial number 10/750,451, or

is filed herewith;

and WHEREAS, **Google, Inc.**, a corporation of the State of **Delaware**, having a place of business at **1600 Amphitheatre Parkway, Building 41, 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, WE, the ASSIGNORS,

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 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 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 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 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
16 day of June, 2004.


Ross Koningstein, Assignor

WITNESSED BY:

Karen Roberts
Name

Google Inc.
Address

Mountain View CA

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
24th day of May, 2004.

Valentin T. Spitkovsky
Valentin Spitkovsky, Assignor

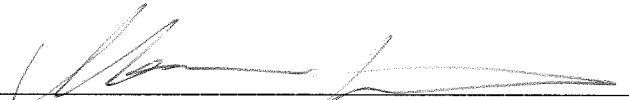
WITNESSED BY:

Karen Robertson
Name

Google Inc.
Address

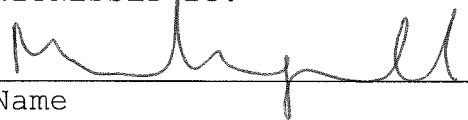
Mountain View CA

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
16th day of August, ~~2004~~, 2004.



Georges R. Harik, Assignor

WITNESSED BY:



Name

36 Oakwood #7

Address

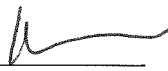
San Francisco, CA 94110

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

25 day of August, 2004. 2006 NS


Noam Shazeer, Assignor

WITNESSED BY:

Ori Paklavan 
Name

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