

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15948538
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SIGNATURE:	/Paige Alsbury/
DATE SIGNED:	05/05/2018
Total Attachments: 2	
source=07265 US 2018-05-04 - Assignment#page1.tif	
source=07265 US 2018-05-04 - Assignment#page2.tif	

**ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS IN
PATENT APPLICATION**

Whereas I/we the undersigned inventor(s) have invented certain new and useful innovations as set forth in the patent application entitled

**METHODS AND SYSTEMS FOR PERSONALIZING SEARCH QUERIES AND
RESULTS**

for which I (we) have executed an application for a United States Patent, the specification of which is attached hereto.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Agree to sell, assign, transfer, and convey, and hereby do sell, assign, transfer, and convey, to Google Inc., a Delaware corporation having a place of business at 1600 Amphitheatre Parkway, Mountain View, CA 94043, (hereinafter referred to as "ASSIGNEE"), the entire right, title, and interest in and to (a) any intellectual property (including without limitation any innovation, information, invention, discovery, product, process, work, copyright, or design) disclosed, embodied, affixed, shown, or claimed in the above-referenced patent application, implicitly or explicitly; (b) the above-referenced patent application, any application based in whole or in part upon the above-referenced patent application, and any application claiming priority to the above-referenced patent application (including without limitation any continuation, continuation-in-part, reissue, reexamination, or foreign patent application based in whole or in part on the above-referenced patent application or claiming priority to the above-referenced patent application); and (c) any Patent (including without limitation domestic and foreign patents, utility models, industrial designs, divisionals, reissues, and reexaminations) that is granted or issued upon, or that claims priority to, any and all applications under (b) of this paragraph or that discloses or claims intellectual property under (a) of this paragraph, in whole or in part.
- 2) Authorize and request the Commissioner of Patents or any other agency, domestic or foreign, to issue any and all Letters or other Patent(s), or other document(s), resulting from patent applications or intellectual property under paragraph 1 (including without limitation any division(s), continuation(s) (in whole or in part), substitute(s), or reissue(s) thereof) to the ASSIGNEE.
- 3) Agree to execute all papers and documents, including without limitation applications, declarations, oaths, petitions, and other papers, and, entirely at the ASSIGNEE'S expense, perform any acts which are necessary in connection with the prosecution of patent applications or intellectual property under paragraph 1 and/or the enforcement of patents or other rights resulting from such applications or intellectual property.

4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives, and assigns.

5) Warrant and represent that I/we have not entered, and will not enter into, any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

- 1) Signature: Ellen Spertus Date: 6/21/04
Typed Name: Ellen Spertus
- 2) Signature: [Signature] Date: 6/21/04
Typed Name: Stephen R. Lawrence

53051/297593