

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT5030513

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Ariel H. Bardin	12/21/2007
Rachel Garb	01/07/2008
Mohammed Abdoolcarim	01/14/2008
Si Shen	01/17/2008
<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>	16021221
<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>	
<b>Phone:</b>	(202) 626-6404
<b>Email:</b>	apsi@fr.com
<b>Correspondent Name:</b>	SAM L. WILLIAMS
<b>Address Line 1:</b>	FISH & RICHARDSON P.C.
<b>Address Line 2:</b>	P.O.BOX 1022
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55440-1022
<b>ATTORNEY DOCKET NUMBER:</b>	16113-0491002
<b>NAME OF SUBMITTER:</b>	CHRISTINE M. TOMLINSON
<b>SIGNATURE:</b>	/Christine M. Tomlinson/
<b>DATE SIGNED:</b>	06/29/2018
<b>Total Attachments: 12</b>	
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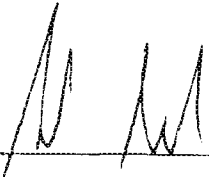
ASSIGNMENT

For valuable consideration, we, ARIEL H. BARDIN of 2424 Hastings Drive, Belmont CA 94002, RACHEL GARB of 135 Pacchetti Way, Mountain View, CA 94040, MOHAMMED ABDOOLCARIM of 1721 Woodland Avenue, #4, Palo Alto, CA, 94303, SI SHEN of 1667 Haight Street, San Francisco, CA 94117, hereby assign to:

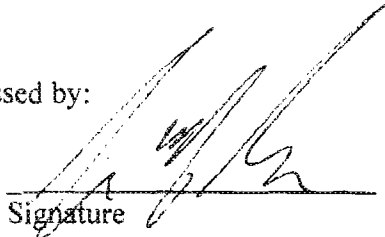
Google Inc., a corporation of Delaware having a place of business at:

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 us, entitled UNIVERSAL AD CREATIVE, filed January 18, 2008, and assigned U.S. Serial Number 12/016,606, and we 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 we authorize the Assignee to apply in all countries in our 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 we agree for ourselves and our 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.

  
\_\_\_\_\_  
ARIEL H. BARDIN

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 12/21/07

JOSEPH ASHEAR  
\_\_\_\_\_  
Typed or Printed Name

947 COLONIAL LN  
PALO ALTO, CA 94303  
\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
RACHEL GARB

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
MOHAMMED ABDOOLCARIM

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
SI SHEN

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

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ASSIGNMENT

For valuable consideration, we, ARIEL H. BARDIN of 2424 Hastings Drive, Belmont CA 94002, RACHEL GARB of 135 Pacchetti Way, Mountain View, CA 94040, MOHAMMED ABDOOLCARIM of 1721 Woodland Avenue, #4, Palo Alto, CA, 94303, SI SHEN of 1667 Haight Street, San Francisco, CA 94117, hereby assign to:

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\_\_\_\_\_  
ARIEL H. BARDIN

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

Rachel Garb

RACHEL GARB

Witnessed by:

Ronald Conway  
Signature

Date: 11/7/08

Ronald Conway  
Typed or Printed Name

600 Mission St.  
SF, CA 94105  
Witness Address

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MOHAMMED ABDOOLCARIM

Witnessed by:

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Signature

Date: \_\_\_\_\_

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Typed or Printed Name

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Witness Address

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SI SHEN

Witnessed by:

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Signature

Date: \_\_\_\_\_

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Typed or Printed Name

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Witness Address

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\_\_\_\_\_  
ARIEL H. BARDIN

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
RACHEL GARB

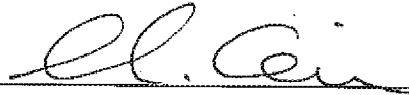
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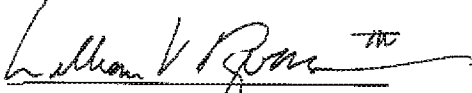
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Witness Address



MOHAMMED ABDOOLCARIM

Witnessed by:

  
Signature

Date: 1.14.08

William V. Dzierson III  
Typed or Printed Name

369 Hermann St.  
San Francisco CA 94114  
Witness Address

SI SHEN

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

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ARIEL H. BARDIN

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
RACHEL GARB

Witnessed by:

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Witness Address

\_\_\_\_\_  
MOHAMMED ABDOOLCARIM

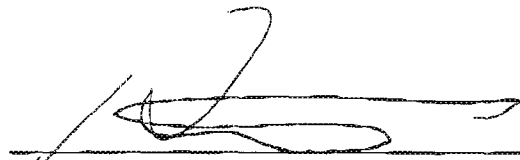
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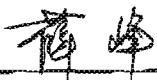
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\_\_\_\_\_  
Witness Address

  
\_\_\_\_\_  
SI SHEN

Witnessed by:

  
\_\_\_\_\_  
Signature

Date: 2008.1.17

Frank Xue  
\_\_\_\_\_  
Typed or Printed Name

Tsinghua Science Park, Building 6,  
No. 1 Zhongguancun East Road, Beijing, China  
\_\_\_\_\_  
Witness Address

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