

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT6524619

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Yitao Gong	03/18/2008
<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>	17110154
<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>	+1 404-724-2775
<b>Email:</b>	apsi@fr.com
<b>Correspondent Name:</b>	TRACY M. HITT
<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>	16113-0921004
<b>NAME OF SUBMITTER:</b>	KRISTI A. HOLMLUND
<b>SIGNATURE:</b>	/Kristi A. Holmlund/
<b>DATE SIGNED:</b>	01/29/2021
<b>Total Attachments: 2</b>	
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source=0921004Assignment#page2.tif	

ASSIGNMENT

For valuable consideration, I, YITAO GONG of 2088 Heather Glen Drive San Jose, CA 95130, hereby assign to:

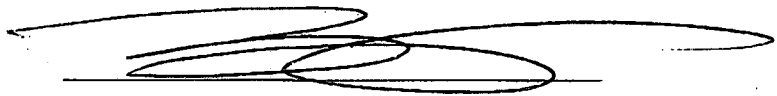
Google Inc., a corporation of Delaware having a place of business at:

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 the subject of an application for United States Patent signed by me, entitled TARGETED ADVERTISING USING TEMPORAL ANALYSIS OF USER SPECIFIC DATA, filed March 20, 2008, and assigned U.S. Serial Number 12/052101, 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

Attorney's Docket No.: 16113-0921001  
Client's Ref. No.: GP-1429-00-US

lawful documents as the Assignee may reasonably request to effectuate fully this assignment.



YITAO GONG

Witnessed by:



Signature

Jerry Ding

Typed or Printed Name

1600 Amphitheatre Parkway

Mountain View, CA 94043

Witness Address

Date: 3/18/08

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