PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
JUSTIN LEWIS	11/01/2016
RICHARD DOMINICK RAPP	10/25/2016

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:	17360768

CORRESPONDENCE DATA

Fax Number:

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.

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Correspondent Name: MARSHALL, GERSTEIN & BORUN LLP

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ATTORNEY DOCKET NUMBER:	31730/201004-C3
NAME OF SUBMITTER:	NICK FAIRMAN
SIGNATURE:	/Nick Fairman/
DATE SIGNED:	08/02/2022

Total Attachments: 2

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507417603 PATENT REEL: 060698 FRAME: 0620

legal representatives; and

ASSIGNMENT OF PATENT APPLICATION	Attorney Docket No.: 25832.1453 (L1453)
For good and valuable consideration, the receipt an	
acknowledged, I/we, the undersigned, <u>Justin Lewis and F</u>	·
hereby sell, assign, and transfer to <u>Google Inc.</u>	,
a <u>corporation</u> (Type of Assignee: e.g., corporation, company, partnership, university,	etc.) of <u>Delaware</u>
having a principal place of business at 1600 Amphitheatre	e Parkway, Mountain View, CA 94043,
("Assignee"), and its successors, assigns, and legal repres for the United States and all foreign countries, in and to an are disclosed in the application (provisional or non-provisio have a declaration executed by the undersigned prior here	y and all inventions or improvements that onal) for the United States patent which may
CUSTOMIZING MEDIA ITEMS FOR PLAYBACK ON PAIRED WITH A USER	
said patent application also identified as follows (when kno	own):
[I/we hereby authorize an attorney or agent for said number and filing date of said patent application where	
United States Patent Application Number <u>15/289,886</u>	filed October 10, 2016,
and in and to said application (provisional or non-provisional provisional applications, utility applications, design applications, continued prosecution applications, continuate applications, renewal applications, reissue applications, repatent applications that have been or shall be filed in the U any of said inventions or improvements; and in and to all or reexamination certificates, and extensions, that have been all foreign countries on said inventions or improvements; are from the filing of said United States application;	tions, divisional applications, continuation ion-in-part applications, substitute examinations, extensions, and all other Inited States and all foreign countries on riginal patents, reissued patents, or shall be issued in the United States and
agree that said Assignee may apply for and receive improvements in its own name; and that, when requested, said Assignee, its successors, assigns, and legal represen and purpose of this Assignment, the undersigned will executorisional applications, utility applications, design applications applications, continued prosecution applications, continuate applications, renewal applications, reissue applications, repatent applications on any and all said inventions or improvassignments, powers of attorney, and other papers; commassigns, and representatives all facts known to the undersimprovements and the history thereof; and generally assist	without charge to, but at the expense of, itatives, to carry out in good faith the intent oute all provisional applications, nontions, divisional applications, continuation ion-in-part applications, substitute examinations, extensions, and all other vements; execute all rightful oaths, bunicate to said Assignee, its successors, igned relating to said inventions or

representatives in securing and maintaining proper patent protection for said inventions or

improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and

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covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

DocuSigned by: DA 11/1/2016 135A2F259C9B429... Date Justin Lewis

DocuSigned by:

10/25/2016 Date Richard Dorominick Rapp

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Assignment Document Return Address:

Patent Docket Administrator Lowenstein Sandler LLP 65 Livingston Avenue Roseland, New Jersey 07068

Atty. Docket No. 25832.1453 (L1453)

RECORDED: 02/00/2020

REEL: 060698 FRAME: 0622