

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
About Inc.		10/23/2003	CORPORATION:
RECEIVING PARTY DATA			
Name:	Google Inc.		
Doing Business As:	DBA Google Inc.		
Street Address:	1600 Amphitheatre Parkway		
Internal Address:	Building 41		
City:	Mountain View		
State/Country:	CALIFORNIA		
Postal Code:	94043		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	78140747	CONTENTSPRINKS	
Serial Number:	78140750	KEYWORDSPRINKS	
Serial Number:	78142228	DIRECTSPRINKS	
Serial Number:	76050792	SPRINKS	
Serial Number:	76050791	SPRINKS	
CORRESPONDENCE DATA			
Fax Number:	(650)618-8571		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650-623-4560		
Email:	trademarks@google.com		
Correspondent Name:	Rose Hagan - Google		
Address Line 1:	1600 Amphitheatre Parkway		
Address Line 2:	Building 41		
Address Line 4:	Mountain View, CALIFORNIA 94043		

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NAME OF SUBMITTER:	Karen Robertson
Signature:	/Karen Robertson/
Date:	02/10/2005
Total Attachments: 2 source>AboutAgmt#page1.tif source>AboutAgmt#page2.tif	

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of October 23, 2003, between ABOUT, INC., a Delaware corporation ("Assignor"), and GOOGLE INC., a Delaware corporation ("Assignee").

WHEREAS, Assignor, has adopted, used, is using and is the owner of trademarks listed on Schedule A attached hereto (collectively, the "Marks") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

WHEREAS, Assignee desires to acquire any and all rights that Assignor may have in and to the Marks and the registrations and applications thereof together with the goodwill connection with which Marks are used; and

WHEREAS, Assignor and Assignee have executed an Asset Purchase Agreement on the date hereof (the "Agreement"), pursuant to which Assignee is acquiring certain Assets from the Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, and all registrations and pending applications therefore in the United States, including but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full rights, title and interest in and to the Marks in the Assignee.

All defined terms used herein shall have the meanings assigned to them in the Agreement.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

ABOUT, INC.

By: Bryan C. Chell
Name: Bryan C. Chell
Title: Vice Chairman

SCHEDULE A

Country	Mark	Class	App. No.	App. Date	Reg. No	Reg. Date	Status
US	CONTENTSPRINKS	35	78/140747	7/2/02			Filed
US	DIRECTSPRINKS	35	78/142228	7/9/02			Filed
US	KEYWORDSPRINKS	35	78/140750	7/2/02			Filed
US	SPRINKS	35	76/050792	5/17/00	2,539,486	2/19/02	Registered
US	SPRINKS AND DESIGN	35	76/050791	5/17/00	2,539,485	2/19/02	Registered