

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|--|---------------------------------|--|-----------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| AdMob Google Inc. | FORMERLY AdMob, Inc. | 07/26/2010 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Google Inc. | | |
| Street Address: | 1600 Amphitheatre Parkway | | |
| City: | Mountain View | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94043 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78918073 | ADMOB | |
| Serial Number: | 77162244 | TAPTAP | |
| Serial Number: | 77748155 | MIDL | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (650)618-8571 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Email: | tmdocketing@google.com | | |
| Correspondent Name: | Google Inc. | | |
| Address Line 1: | 1600 Amphitheatre Parkway | | |
| Address Line 4: | Mountain View, CALIFORNIA 94043 | | |
| NAME OF SUBMITTER: | Jacqueline Lawrence | | |
| Signature: | /JML/ | | |
| Date: | 08/03/2010 | | |

CH \$90.00 78918073

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the 27th day of May, 2010 by and between AdMob Google Inc., a Delaware corporation (hereinafter "Assignor"), having its place of business at 2711 Centerville Road, Suite 400, Wilmington, Delaware, 19808 USA and Google Inc., a Delaware corporation ("Assignee"), having its place of business at 1600 Amphitheatre Parkway, Mountain View, California, 94043 USA.

WHEREAS, Assignor is the owner of the trademarks set forth in Schedule A attached hereto and incorporated herewith, and all other rights appurtenant, including, but not limited to, common law rights, title and interest, trade name rights and the right to recover for past infringement, in the United States of America and all other countries and jurisdictions of the world, in and to said trademarks and any applications and registrations thereof, including any intent-to-use applications (hereinafter collectively referred to as the "Trademarks");

WHEREAS, for the Trademarks in use, Assignor has adopted, used, is using and has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, for the Trademarks not in use, Assignor has intent to use the Trademarks in connection with Assignor's existing and ongoing business, or portion thereof to which the Trademarks pertain, and has not abandoned the same;

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Trademarks worldwide; and

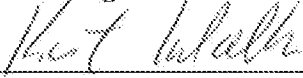
WHEREAS, Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide;

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide, together with (i) the goodwill symbolized by said Trademarks, (ii) the business or portion of the business to which the Trademarks pertain, (iii) all registrations and applications (including intent-to-use applications) for the Trademarks, (iv) all income, royalties, damages and payments in respect of the Trademarks, and (v) all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for infringement of the Trademarks.

Assignor will assist Assignee as reasonably necessary to secure, perfect, maintain or evidence the rights hereby transferred. Assignor hereby appoints Assignee's in-house trademark counsel as Assignor's attorney-in-fact to execute all documents on behalf of Assignor and its employees for this limited purpose.

Executed at Mountain View, California this 20th day of July, 2010.

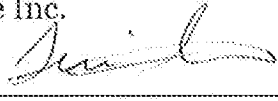
AdMob Google Inc.

By: 

Kent Walker KENT WALKER
Printed Name

CEO, President and Secretary
Title

Google Inc.

By: 

Terri Chen
Printed Name

Senior Trademark Counsel
Title

SCHEDULE A

Trademarks:

ADMOB
MIDL
TAPTAP

Registrations and Applications:

| Trademark | Country Name | App. No. | Reg. No. | Status |
|-----------|------------------------------|---------------------|-------------------|------------|
| ADMOB | Australia | 1187939 | 1187939 | Registered |
| ADMOB | Canada | 1356420 | TMA733382 | Registered |
| ADMOB | China (People's Republic) | 6312526 | | Filed |
| ADMOB | European Community | 5874706 | 5874706 | Registered |
| ADMOB | India | 1611035 | 805907 | Registered |
| ADMOB | Indonesia | J002009026364 | | Filed |
| ADMOB | Japan | 2007-92949 | 5218136 | Registered |
| ADMOB | Korea, Republic of | 41-2007- 0023205 | 41-0192017 | Registered |
| ADMOB | Malaysia | 9011989 | | Filed |
| ADMOB | Mexico | 1020151 | 1144542 | Registered |
| ADMOB | Philippines | 4-2009-007237 | 4-2009- 007237 | Registered |
| ADMOB | Singapore | T0909083Z | T0909083Z | Registered |
| ADMOB | South Africa | 2007/15658 | 2007/15658 | Registered |
| ADMOB | Thailand | 714140 | | Filed |
| ADMOB | United States of America | 78/918073 | 3237133 | Registered |
| MIDL | European Community | 8691313 | 8691313 | Published |

| | | | | |
|--------|--------------------------|-----------|---------|------------|
| MIDL | United States of America | 77/748155 | | Allowed |
| TAPTAP | European Community | 6110167 | 6110167 | Registered |
| TAPTAP | United States of America | 77/162244 | 3364880 | Registered |

ACKNOWLEDGMENT

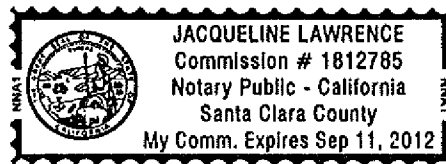
State of California
County of Santa Clara)

On July 26, 2010 before me, Jacqueline Lawrence, Notary Public
(insert name and title of the officer)

personally appeared Kent Walker and Terri Chen,
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing
paragraph is true and correct.

WITNESS my hand and official seal.



Signature Jacqueline Lawrence (Seal)