

TRADEMARK ASSIGNMENT

Electronic 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 |
| 510 Systems, LLC | | 02/03/2012 | LIMITED LIABILITY COMPANY: CALIFORNIA |
| 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: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3638291 | 510 SYSTEMS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (650)618-8571 | | |
| Phone: | 6502530000 | | |
| Email: | tmdocketing@google.com | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Correspondent Name: | Christine Hsieh | | |
| Address Line 1: | 1600 Amphitheatre Parkway | | |
| Address Line 4: | Mountain View, CALIFORNIA 94043 | | |
| ATTORNEY DOCKET NUMBER: | GT-0415-US-1 | | |
| NAME OF SUBMITTER: | Michael Young | | |
| Signature: | /Michael Young/ | | |

Date:

02/03/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT



This Trademark Assignment ("Assignment") is effective as of the 30 day of February, 2012 by and between 510 Systems, LLC, a California limited liability company (hereinafter "Assignor"), having its place of business at 1600 Amphitheatre Parkway, Mountain View, California, 94043 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 trademark 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 trademark and any applications and registrations thereof, including any intent-to-use applications (hereinafter collectively referred to as the "Trademark");

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

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

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

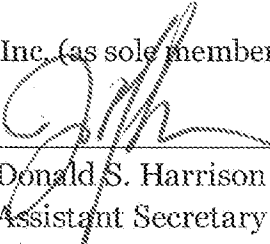
NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest as Assignor may possess in and to the Trademark worldwide, together with (i) the goodwill symbolized by said Trademark, (ii)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

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 3rd day of February, 2012.

Google Inc. (as sole member of 510 Systems, LLC)

By: _____


Donald S. Harrison
Assistant Secretary

SCHEDULE A

Trademark: 510 SYSTEMS

Registration: U.S. Registration No. 3,638,291