

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Jeffrey L. Robbin</td> <td>01/26/2006</td> </tr> <tr> <td>David Heller</td> <td>01/25/2006</td> </tr> <tr> <td>Mike Wiese</td> <td>01/25/2006</td> </tr> <tr> <td>Patrice Gautier</td> <td>01/27/2006</td> </tr> <tr> <td>Ellis M. Verosub</td> <td>01/30/2006</td> </tr> </tbody> </table>		Name	Execution Date	Jeffrey L. Robbin	01/26/2006	David Heller	01/25/2006	Mike Wiese	01/25/2006	Patrice Gautier	01/27/2006	Ellis M. Verosub	01/30/2006
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<b>RECEIVING PARTY DATA</b>													
<b>Name:</b>	Apple Computer, Inc.												
<b>Street Address:</b>	1 Infinite Loop												
<b>City:</b>	Cupertino												
<b>State/Country:</b>	CALIFORNIA												
<b>Postal Code:</b>	95014												
<b>PROPERTY NUMBERS Total: 1</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11247974</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11247974								
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Application Number:	11247974												
<b>CORRESPONDENCE DATA</b>													
<b>Fax Number:</b>	(408)252-9993												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
<b>Phone:</b>	408-252-9991												
<b>Email:</b>	aspence@tipatents.com												
<b>Correspondent Name:</b>	C. Douglass Thomas												
<b>Address Line 1:</b>	19200 Stevens Creek Blvd.												
<b>Address Line 2:</b>	Suite 240												
<b>Address Line 4:</b>	Cupertino, CALIFORNIA 95014												
<b>ATTORNEY DOCKET NUMBER:</b>	101-P349X1/P3543USX1												
<b>NAME OF SUBMITTER:</b>	C. Douglass Thomas												

OP \$40.00 11247974

Total Attachments: 2

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## ASSIGNMENT OF PATENT APPLICATION

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

### ONLINE PURCHASE OF DIGITAL MEDIA BUNDLES HAVING INTERACTIVE CONTENT

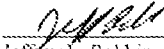
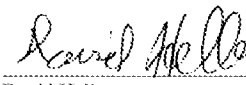
(Atty. Docket No. APL1P349X1/P3543USX1), (check one)

- for which I have executed a U.S. patent application on even date herewith. (Accompanying)  
 which bears U.S. application No. 11/247,974. (Not accompanying)  
 which is a U.S. provisional application. (Accompanying)

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to Apple Computer, Inc., a California corporation having a place of business at 1 Infinite Loop, Cupertino, CA 95014 ("ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, applications based upon, and patents granted upon (including foreign patents and the right to claim priority), the above-referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

- 1) Signature:  Date: 1-26-06  
Typed Name: Jeffrey L. Robbin
- 2) Signature:  Date: 1/25/06  
Typed Name: David Heller

- 3) Signature: Mike Wise Date: 1-25-06  
Typed Name: Mike Wise
- 4) Signature: Patrice Gautier Date: 1/27/06  
Typed Name: Patrice Gautier
- 5) Signature: Ellis M. Verosub Date: 1/30/06  
Typed Name: Ellis M. Verosub