

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Tracy Pirnack	12/11/2007
Patrice Gautier	12/10/2007
Debra Ameerally	12/10/2007
Hiro Mitsuji	12/10/2007
Alan Ward	12/10/2007
George Campbell	12/10/2007
Darren Lew	12/10/2007
Sam Gharabally	12/10/2007

RECEIVING PARTY DATA

Name:	Apple Inc.
Street Address:	1 Infinite Loop
City:	Cupertino
State/Country:	CALIFORNIA
Postal Code:	95014

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12028521

CORRESPONDENCE DATA

Fax Number: (408)252-9993

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 408-252-9991

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Correspondent Name: C. Douglass Thomas

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Address Line 2: Suite 240

OP \$40.00 12028521

500468452

PATENT
REEL: 020535 FRAME: 0902

Address Line 4: Cupertino, CALIFORNIA 95014

ATTORNEY DOCKET NUMBER:

101-P475X1/P4136USX2

NAME OF SUBMITTER:

C. Douglass Thomas

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:

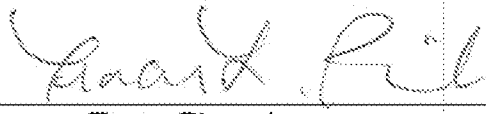
Method and System for Upgrading a Previously Purchased Media Asset

- ☒ for which I have executed a U.S. patent application on even date herewith.
(Accompanying)
☐ which bears U.S. application No. _____ . (Not accompanying)
☐ which is a U.S. provisional application. (Accompanying)

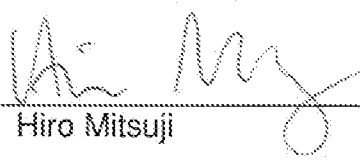
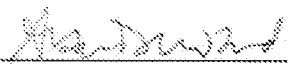
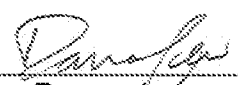
For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to Apple 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: 12/11/07
Typed Name: Tracy Pirnack

Cont.

- 2) Signature:  Date: 12/10/2007
Typed Name: Patrice Gautier
- 3) Signature:  Date: 12/10/2007
Typed Name: Debra Ameerally
- 4) Signature:  Date: 12/10/07
Typed Name: Hiro Mitsuji
- 5) Signature:  Date: 12/10/2007
Typed Name: Alan Ward
- 6) Signature:  Date: 12/10/2007
Typed Name: George Campbell
- 7) Signature:  Date: 12/10/2007
Typed Name: Darren Lew
- 8) Signature:  Date: 12/10/2007
Typed Name: Sam Gharabally