

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<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>Claude P. Carlier</td> <td>11/29/2007</td> </tr> <tr> <td>Colin Meldrum</td> <td>11/29/2007</td> </tr> <tr> <td>Tyler A. Strand</td> <td>11/29/2007</td> </tr> </tbody> </table>		Name	Execution Date	Claude P. Carlier	11/29/2007	Colin Meldrum	11/29/2007	Tyler A. Strand	11/29/2007
Name	Execution Date								
Claude P. Carlier	11/29/2007								
Colin Meldrum	11/29/2007								
Tyler A. Strand	11/29/2007								
RECEIVING PARTY DATA									
Name:	Apple Inc.								
Street Address:	1 Infinite Loop								
City:	Cupertino								
State/Country:	CALIFORNIA								
Postal Code:	95014								
PROPERTY NUMBERS Total: 1									
<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>11865638</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11865638				
Property Type	Number								
Application Number:	11865638								
CORRESPONDENCE DATA									
Fax Number:	(408)252-9993								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	408-252-9991								
Email:	aspence@tipatents.com								
Correspondent Name:	TECHNOLOGY & INNOVATION LAW GROUP, PC								
Address Line 1:	ATTN: 101								
Address Line 2:	19200 STEVENS CREEK BLVD., SUITE 240								
Address Line 4:	CUPERTINO, CALIFORNIA 95014								
ATTORNEY DOCKET NUMBER:	101-P605/P5776US1								
NAME OF SUBMITTER:	C. Douglass Thomas								

Total Attachments: 2
 source=Assignmentexecuted#page1.tif

500500350

PATENT
REEL: 020722 FRAME: 0411

OP \$40.00 11865638

ASSIGNMENT OF PATENT APPLICATION

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


Store Affiliation System

- for which I have executed a U.S. patent application on even date herewith.
(Accompanying)
 which bears U.S. application No. 11/865,638. (Not 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: 29 Nov 2009
Typed Name: Claude P. Carlier
- 2) Signature: _____ Date: _____
Typed Name: Colin Meldrum
- 3) Signature: _____ Date: _____
Typed Name: Tyler A. Strand

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- 2) Signature:  _____ Date: 11/29/2007
Typed Name: Colin Meldrum
- 3) Signature:  _____ Date: 11/29/2007
Typed Name: Tyler A. Strand

Docket No. 101-P605/P5776US1