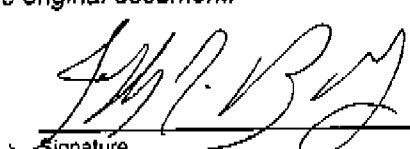


Substitute Form PTO-1595  
 Attorney Docket No.: 18814-0092002  
 Client's Ref. No.: P5871US2

## RECORDATION FORM COVER SHEET PATENTS ONLY

Commissioner for Patents: Please record the attached original document(s) or copy(ies).	
<b>1. Name of conveying party(ies):</b> Hiro Mitsuji, Alan Ward, Mihailo Despotovic and Sam Gharabally Additional name(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>2. Name and address of receiving party(ies):</b> Apple Inc. 1 Infinite Loop Cupertino, CA 95014-2094 Additional names/addresses attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>3. Nature of conveyance:</b> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other: Execution Date: 12/15/2008; 12/10/2008; 12/15/2008; 12/11/2008	
<b>4. Application number(s) or patent number(s):</b> If this document is being filed with a new application, the execution date of the application is: A. Patent Application No(s): 12/241,376 B. Patent No(s): Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>5. Name/address of party to whom correspondence concerning document should be mailed:</b> JEFFREY J. BARCLAY Fish & Richardson P.C. 225 Franklin Street Boston, MA 02110	<b>6. Total number of applications/patents involved:</b> 1 <b>7. Total fee (37 CFR §3.41):</b> \$40 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to charge Deposit Account. <b>8. Deposit Account No.:</b> 06-1050 Please apply any additional charges, or any credits, to our Deposit Account No. 06-1050.
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Jeffrey J. Barclay Reg. No. 48,950 Name of Person Signing	<div style="text-align: center;">           Signature       </div> <div style="text-align: center;">         19 December 2008          Date       </div>
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I hereby certify that this correspondence is being transmitted by facsimile to the Patent and Trademark Office on the date indicated below.

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**PATENT**

Attorney Docket No.: 18814-0092002/P5871US2

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS, Hiro Mitsuji, Alan Ward, Mihailo Despotovic, Sam Gharabally, hereby sell, assign, and transfer to Apple Inc. (CALIFORNIA corporation), having offices located at 1 Infinite Loop, Cupertino, California 95014-2094, and its successors, assigns and legal representatives (collectively, "ASSIGNEE") all of the right, title and interest of ASSIGNORS throughout the world in and to any and all inventions and improvements which are the subject of a patent document entitled

## Content Rental System

and which is found in

- (a) ☐ U.S. patent application executed on September 30, 2008, entitled as above, listing the above named persons as inventors.
- (b) ☒ U.S. patent application filed on 9/30/2008  
☒ under Application No. 12/241,376.  
☐ with Express Mail No. (Application Number not yet known).
- (c) ☐ U.S. Patent No., issued

An attorney of record, or the attorney filing the application, is authorized and requested by the execution of this assignment to insert into this assignment the execution date of the application and/or the filing date and serial number of the application when officially known.

This assignment includes the foregoing patent application or patent; all legal equivalents thereof in any foreign country and all patents issuing therefrom; all United States and foreign patents, utility models, and design registrations granted for any of said inventions and improvements; and the right to claim priority based on the filing date of the foregoing patent application or patent under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes. ASSIGNORS authorize ASSIGNEE to apply in all countries in the name of ASSIGNORS or in the name of ASSIGNEE for patents, utility models, and design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with this assignment.

ASSIGNORS further covenant for themselves and their respective heirs, legal representatives and assigns to provide to ASSIGNEE promptly upon the request of ASSIGNEE all pertinent facts and documents relating to said invention and said patents and legal equivalents as may be known and accessible to ASSIGNORS and to testify as to the same in any interference, litigation, or proceeding relating thereto and promptly to execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue or enforce said application, said inventions and improvements and said patents and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

ASSIGNORS request the Commissioner of Patents and Trademarks to issue said patents of the United States and any reissue or extension thereof to the ASSIGNEE.

Attorney Docket No.: 18814-0082002/P08/1034

Executed this

Signature of Inventor

15<sup>th</sup> day of December 2008

Hiro Mitsui

Executed this

Signature of Inventor

10<sup>th</sup> day of December 2008

Alan Ward

Executed this

Signature of Inventor

15 day of DECEMBER 2008

Mihailo Despotovic

Executed this

Signature of Inventor

11 day of December 2008

Sami Charabaty

22083931.doc

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Date December 19, 2008

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From Paul J. Micele  
Assistant to Jeffrey J. Barclay

Re P5871US2 / Video on Demand Expiration Notification  
Application No.: 12/241,376  
Our Ref.: 18814-0092002

Number of pages  
including this page 4

Message  
Please record the attached assignment document.

Thanks.  
Paul

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