

12-30-2008



12/29/08

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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)Michael Rosenblatt;
Gloria Lin;
Taïdo Lantz Nakajima;
Sean Anthony Mayo;
Andrew HodgeAdditional name(s) of conveying party(ies) attached? ☐ Yes ☒ No**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) 10/31/2008;09/25/2008;09/25/2008;09/25/2008;09/25/2008

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: Apple Inc.

Internal Address: _____

Street Address: 1 Infinite Loop

City: Cupertino

State: California

Country: USA Zip: 95014

Additional name(s) & address(es) attached? ☐ Yes ☒ No**4. Application or patent number(s):**☒ This document is being filed together with a new application.

A. Patent Application No.(s)

US Application No. 12/286,342

1. Filing Date: September 30, 2008

2. Title: CUSTOM CONTENT GIFT CARDS

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Michael G. Fletcher

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6. Total number of applications and patents involved: 1**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- ☒ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Informationa. Credit Card Last 4 Numbers 5002
Expiration Date 10/2008

b. Deposit Account Number - / -1/

Authorized User Name Michael G. Fletcher

9. Signature:

Signature

Michael G. Fletcher

Name of Person Signing

December 23, 2008

Date

Total number of pages including cover sheet, attachments, and documents:

7

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to **Apple Inc.** (the "Assignee"), a corporation of the State of California, having a place of business at **1 Infinite Loop, Cupertino, CA 95014**, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for United States Letters Patent, which is entitled "**Custom Content Gift Cards**" and which may be further identified below, such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States, including all provisional and non-provisional applications, and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST that any attorney associated with PTO Customer No. 73576 may insert additional information identifying this application below after execution of this assignment:

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

Additional Application Information

U.S. Provisional Application Serial No. _____, filed on _____

U.S. Non-Provisional Application Serial No. _____, filed on _____

International Application Serial No. _____, filed on _____

Inventor 1:

(Signature):

Name: Michael Rosenblatt

Date:

10/31/08

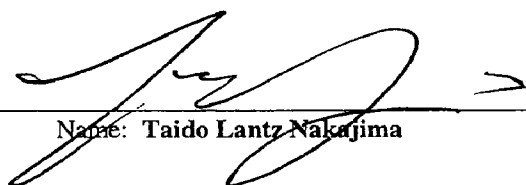
Inventor 2:

(Signature): 
Name: **Gloria Lin**

Date: 9/25/08

Inventor 3:

(Signature):

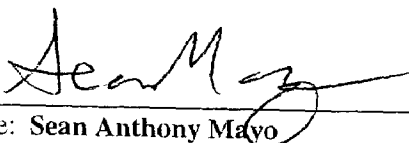


Name: Taido Lantz Nakajima

Date:

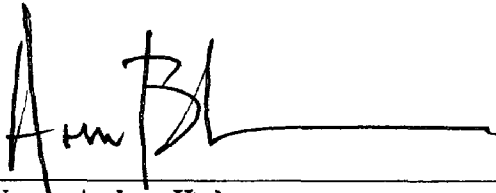
9/25/2008

Inventor 4:

(Signature): 
Name: Sean Anthony Mayo

Date: 9/25/08

Inventor 4:

A handwritten signature in black ink, appearing to be 'A Hodge', written over a horizontal line.

(Signature):

Name: Andrew Hodge

Date:

7/25/08