

**PATENT ASSIGNMENT**

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| <b>SUBMISSION TYPE:</b>  | NEW ASSIGNMENT                      |
| <b>NATURE OF CONVEYANCE:</b>   | ASSIGNMENT                          |
| <b>CONVEYING PARTY DATA</b>  |                                     |
| <b>Name</b>  | <b>Execution Date</b>               |
| Duncan Kerr  | 07/06/2006                          |
| Nicholas King  | 07/16/2009                          |
| <b>RECEIVING PARTY DATA</b>  |                                     |
| <b>Name:</b>   | Apple 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>   |                                     |
| <b>Property Type</b>   | <b>Number</b>                       |
| <b>Application Number:</b>   | 12505036                            |
| <b>CORRESPONDENCE DATA</b>   |                                     |
| <b>Fax Number:</b>   | (212)715-8000                       |
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| <b>ATTORNEY DOCKET NUMBER:</b>   | P7763US1                            |
| <b>NAME OF SUBMITTER:</b>  | Paul E. Leblond                     |
| <b>Total Attachments: 2</b>  |                                     |
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| source=P7763US1_Assignment#page2.tif   |                                     |

CH \$40.00 12505036

ASSIGNMENT

WHEREAS, We, Duncan Kerr and Nick King, residing, respectively, in San Francisco, California; and San Jose, California; and each having a post office address at 1 Infinite Loop, Cupertino, California 95014, have made an invention entitled:

## SELECTIVE ROTATION OF A USER INTERFACE

the specification of which is being filed concurrently herewith or for which was filed as U.S. Patent Application

No. \* \_\_\_\_\_ on \* \_\_\_\_\_; and

WHEREAS, Apple Inc., a corporation organized and existing under the laws of California and having an office and place of business at 1 Infinite Loop, Cupertino, CA 95014 is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) paid to me, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we do hereby sell, assign and transfer unto the said APPLE INC., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent

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\*I hereby authorize "Apple Inc." and its representatives to insert in this instrument the U.S. Patent Application Number and Filing Date of said application when "Apple Inc." is officially notified thereof.

application, including any continuations, continuations-in-part, and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations, continuations-in-part, and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and we hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said APPLE INC., as the assignee of the entire interest therein; and we further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed my name on the date indicated hereinafter.

7/16/2009  
Date

*Duncan Kerr*  
Duncan Kerr

7/16/09  
Date

*N.V. King*  
Nick King