

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Thomas Matthieu Alsina	07/17/2009
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:	12506950
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(650) 839-5070
Email:	lcox@fr.com
Correspondent Name:	Xin Ma
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	P7655US 1/18962-0245001
NAME OF SUBMITTER:	Lori Cox
Total Attachments: 1 source=Assignment#page1.tif	

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR, Thomas Matthieu Aisina, hereby sells, assigns, and transfers to Apple Inc., a California corporation, having offices located at 1 Infinite Loop, Cupertino, California 95014, and its successors, assigns and legal representatives (collectively, "ASSIGNEE") all of the right, title and interest of ASSIGNOR throughout the world in and to any and all inventions and improvements which are the subject of a patent document entitled

Content Tagging Using Broadcast Device Information

and which is found in

- (a) U.S. patent application executed on _____, entitled as above, listing the above named person as inventor.
- (b) U.S. patent application filed on 07/21/09
 under Application No. 12/506,950
 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. ASSIGNOR authorizes ASSIGNEE to apply in all countries in the name of ASSIGNOR 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.

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

ASSIGNOR further covenants for himself and his 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 ASSIGNOR 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.

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

Executed this

Signature of Inventor

17th day of July, 2009



Thomas Matthieu Aisina