

PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Michael Robert Levy</td><td>07/15/2009</td></tr><tr><td>Philip Andrew Mansfield</td><td>07/15/2009</td></tr></tbody></table>		Name	Execution Date	Michael Robert Levy	07/15/2009	Philip Andrew Mansfield	07/15/2009				
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RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Apple Inc.</td></tr><tr><td>Street Address:</td><td>1 Infinite Loop</td></tr><tr><td>City:</td><td>Cupertino</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>95014</td></tr></table>		Name:	Apple Inc.	Street Address:	1 Infinite Loop	City:	Cupertino	State/Country:	CALIFORNIA	Postal Code:	95014
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CORRESPONDENCE DATA											
Fax Number: (310)442-9330 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 3104429300											
Email: mail@adelitollen.com											
Correspondent Name: Adeli & Tollen LLP											
Address Line 1: 11940 San Vicente Blvd, Suite #100											
Address Line 4: Los Angeles, CALIFORNIA 90049											
ATTORNEY DOCKET NUMBER:	APLE.P0141										
NAME OF SUBMITTER:	Mani Adeli										
Total Attachments: 1 source=APLEP0141_Assignment#page1.tif											

OP \$40.00 12479852

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PATENT  
REEL: 023156 FRAME: 0964

ASSIGNMENT

APLE.P0141  
P7084US1

WHEREAS, we, **Michael Robert Levy**, residing at **Vancouver, British Columbia, Canada**, and **Philip Andrew Mansfield**, residing at **Vancouver, British Columbia, Canada**, have made an invention entitled: **Content Profiling to Dynamically Configure Content Processing** and have made application for United States Letters Patent therefor, the same having been filed in the United States Patent and Trademark Office on **6/7/2009** as **United States Application No. 12/479,852**; 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, California 95014, United States of America, is desirous of acquiring the entire interest in said invention, said United States Patent Application and in any Letters Patent which may be entitled to the benefit thereof;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) to each of us paid, and other good and valuable consideration, the receipt and sufficiency of which are 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 Application, including any nonprovisional patent application claiming the benefit thereof and any continuations 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 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; 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 our names on the date(s) indicated hereinafter:

Date:

July 15, 2009


Signature:

  
Michael Robert Levy

Date:

JULY 15, 2009

Signature:

  
Philip Andrew Mansfield