

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Graeme Devine	09/09/2010
Jeff Ruediger	09/09/2010
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:	12879801
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NAME OF SUBMITTER:	Paul E. Leblond
Total Attachments: 2 source=P9358US2_Assign#page1.tif source=P9358US2_Assign#page2.tif	

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PATENT
REEL: 024971 FRAME: 0253

ASSIGNMENT

WHEREAS, We, Graeme Devine; and Jeff Ruediger, declare that we are each citizens of the United States, residing, respectively, in Santa Cruz, California; and Santa Cruz, California, and each having a post office address at 1 Infinite Loop, Cupertino, California 95014, have made an invention entitled:

DYNAMIC DISPLAY OF VIRTUAL CONTENT

ON SEVERAL DEVICES USING REFERENCE TAGS

the specification of which is being filed concurrently herewith; 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 each of us, 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

*We 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.

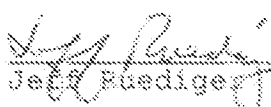
improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations, continuations-in-part, and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including 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:

September 9 2010
Date


Graeme Devine

Sept 9, 2010
Date


Jeff Ruediger