

PATENT ASSIGNMENT

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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>Chad E. Jones</td> <td>02/24/2011</td> </tr> <tr> <td>Assana M. Fard</td> <td>02/15/2011</td> </tr> <tr> <td>Christopher Wright</td> <td>02/15/2011</td> </tr> </tbody> </table>		Name	Execution Date	Chad E. Jones	02/24/2011	Assana M. Fard	02/15/2011	Christopher Wright	02/15/2011
Name	Execution Date								
Chad E. Jones	02/24/2011								
Assana M. Fard	02/15/2011								
Christopher Wright	02/15/2011								
RECEIVING PARTY DATA									
Name:	Apple Inc.								
Street Address:	1 Infinite Loop								
City:	Cupertino								
State/Country:	CALIFORNIA								
Postal Code:	95014-2084								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13035872</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13035872				
Property Type	Number								
Application Number:	13035872								
CORRESPONDENCE DATA									
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Total Attachments: 2
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PATENT
REEL: 025868 FRAME: 0140

OP \$40.00 13035872

ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned hereby sell, assign, and transfer to Apple Inc., a corporation of the state of California, having a principal place of business at 1 Infinite Loop, Cupertino, California, 95014-2084 ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions and discoveries that are disclosed in the United States Patent Application entitled:

METHOD AND APPARATUS FOR MOTION BLUR USING VELOCITY VECTORS

the specification of which is attached hereto unless the following is entered:

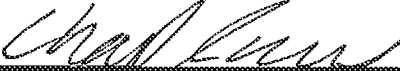
Filed on	as United States Application Number or PCT International Application Number	and was amended on (if applicable)

and in and to said United States Patent Application and all provisional, divisional, continuing, substitute, renewal, reissue, and other patent applications that have been or shall be filed in the United States or any foreign country on any of said inventions and discoveries; and in and to all original and reissued patents that have been or shall be issued in the United States or any foreign country on said inventions and discoveries; and in and to all rights of priority resulting from the filing of said United States Patent Application;

agree that said Assignee may apply for and receive a patent or patents for said inventions and discoveries in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional, divisional, continuing, substitute, renewal, reissue, and other patent applications on any and all said inventions and discoveries; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions and discoveries and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions and discoveries and for vesting title to said inventions and discoveries, and all applications for patents and all patents on said inventions and discoveries, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Inventor: Chad E. Jones

Inventor Signature 	Date 2/24/11
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Inventor: Assana M. Fard

Inventor Signature 	Date 2/15/11
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Inventor: Christopher Wright

Inventor Signature 	Date 2/13/2011
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