

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

**CONVEYING PARTY DATA**

Name	Execution Date
Thomas Matthieu Alsina	09/21/2010
Bob Bradley	09/16/2010
Alan Cannistraro	09/27/2010
Scott Forstall	09/29/2010
Amandeep Jawa	09/27/2010
Nicholas V. King	09/16/2010
Lucas Newman	09/21/2010
Daniel Trent Preston	09/16/2010
Jai Chulani	09/16/2010
Jeffrey Robbin	09/28/2010

**RECEIVING PARTY DATA**

Name:	Apple Inc.
Street Address:	1 INFINITE LOOP
City:	CUPERTINO
State/Country:	CALIFORNIA
Postal Code:	95014-2094

**PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	12895694

**CORRESPONDENCE DATA**

Fax Number: (877)769-7945  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 858-678-5070  
 Email: zepeda@fr.com  
 Correspondent Name: Joseph P. Benson  
 Address Line 1: FISH & RICHARDSON P.C.

CH \$40.00 12895694

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ATTORNEY DOCKET NUMBER: 18962-0352001 / P9852US1

NAME OF SUBMITTER: Joseph P. Benson

**Total Attachments: 16**

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS, Thomas Matthieu Alsina, Bob Bradley, Alan Cannistraro, Scott Forstall, Amandeep Jawa, Nicholas V. King, Lucas Newman, Daniel Trent Preston, Jai Chulani, Jeffrey Robbin, hereby sell, assign, and transfer to Apple Inc. (CALIFORNIA corporation), having offices located at 1 Infinite Loop, Cupertino, California 95014-2094, and its successors, assigns and legal representatives (collectively, "ASSIGNEE") all of the right, title and interest of ASSIGNORS throughout the world in and to any and all inventions and improvements which are the subject of a patent document entitled

Adaptive Media Content Scrubbing on a Remote Device

and which is found in

- (a)  U.S. patent application executed on August 31, 2010, entitled as above, listing the above named persons as inventors.
- (b)  U.S. patent application filed on 8/31/2010  
 under Application No.61/378,904.  
 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. ASSIGNORS authorize ASSIGNEE to apply in all countries in the name of ASSIGNORS 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.

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

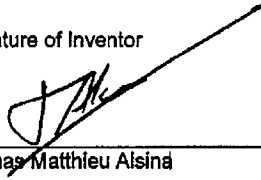
ASSIGNORS further covenant for themselves and their respective heirs, legal representatives and assigns to provide to ASSIGNEE promptly upon the request of ASSIGNEE all pertinent facts and documents relating to said invention and said patents and legal equivalents as may be known and accessible to ASSIGNORS 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.

ASSIGNORS request 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

21<sup>st</sup> day of September, 2010

Signature of Inventor



Thomas Matthieu Aisina

Executed this

\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Signature of Inventor

Bob Bradley

Executed this

\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Signature of Inventor

Alan Cannistraro

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Scott Forstall

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Amandeep Jawa

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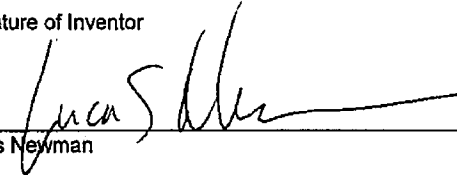
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Nicholas V. King

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21 day of September, 2010

  
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Jeffrey Robbin

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16<sup>th</sup> day of September, 2010

  
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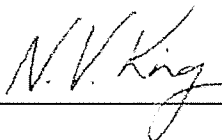
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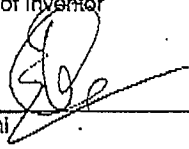
\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Daniel Trent Preston

Executed this

Signature of Inventor

16 day of SEPTEMBER, 2010

Jai Chulani 

Executed this

Signature of Inventor

\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Jeffrey Roblin

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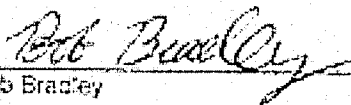
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16<sup>th</sup> day of September, 2010

  
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Thomas Matthieu Alsina

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Bob Bradley

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ Signature of Inventor  
Alan Cannistraro

Executed this 29 day of September, 2010 Signature of Inventor  
  
Scott Forstall

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ Signature of Inventor  
Amandeep Jawa

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ Signature of Inventor  
Nicholas V. King



Attorney Docket No.: 18962-0352P01/P8852USP1

Executed this

Signature of Inventor

\_\_\_\_ day of \_\_\_\_\_, 20\_\_

\_\_\_\_\_  
Thomas Mathieu Alsina

Executed this

Signature of Inventor

\_\_\_\_ day of \_\_\_\_\_, 20\_\_

\_\_\_\_\_  
Bob Bradley

Executed this

Signature of Inventor

27 day of Sept, 2010

\_\_\_\_\_  
Alan Cannistraro

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Daniel Trent Preston

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Jai Chulanl

Executed this 28 day of September, 2010 Signature of Inventor  
Jeffrey Robbin

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