

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT

**CONVEYING PARTY DATA**

Name	Execution Date
Brian Croll	05/25/2011
Darin B. Adler	05/25/2011
Kevin W. Decker	05/25/2011
Steven J. Falkenburg	05/25/2011
Timothy G. Hatcher	05/25/2011
Jing Jin	05/25/2011
Donald D. Melton	05/25/2011
Maciej Stachowiak	05/25/2011
Samuel M. Weinig	05/25/2011
Brian A. Weinstein	05/25/2011

**RECEIVING PARTY DATA**

<b>Name:</b>	Apple Inc.
<b>Street Address:</b>	1 Infinite Loop
<b>City:</b>	Cupertino
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95014

**PROPERTY NUMBERS Total: 1**

Property Type	Number
<b>Application Number:</b>	13115880

**CORRESPONDENCE DATA**

**Fax Number:** (408)720-8383  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 408-720-8300  
**Email:** andy\_radke@bstz.com  
**Correspondent Name:** Blakely Sokoloff Taylor & Zafman LLP  
**Address Line 1:** 1279 Oakmead Parkway

**501545866**

**PATENT**  
**REEL: 026349 FRAME: 0877**

**CH \$40.00 13115880**

Address Line 4: Sunnyvale, CALIFORNIA 94085

ATTORNEY DOCKET NUMBER:

4860P10730

NAME OF SUBMITTER:

Vincent WenJeng Lue

Total Attachments: 4

source=P10730 Assignment signed#page1.tif

source=P10730 Assignment signed#page2.tif

source=P10730 Assignment signed#page3.tif

source=P10730 Assignment signed#page4.tif

**ASSIGNMENT OF PATENT APPLICATION**

Attorney Docket No.: 4860P10730

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we, the undersigned,

**Brian Croll, Darin B. Adler, Kevin W. Decker, Steven J. Falkenburg, Timothy G. Hatcher, Jing Jin, Donald D. Melton, Maciej Stachowiak, Samuel M. Weinig, and Brian A. Weinstein** hereby sell, assign, and transfer to

**Apple Inc.**

a corporation of California, having a principal place of business at 1 Infinite Loop, Cupertino, CA 95014, USA ("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 or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which for the non-provisional application may have a declaration executed by the undersigned prior hereto or concurrently herewith and which application (provisional or non-provisional) is entitled

**METHODS AND APPARATUS FOR BLOCKING USAGE TRACKING**

said patent application also identified as follows (when known):

[I/we hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

United States Patent Application Number 13/115,880 filed May 25, 2011,

and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements 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 applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; 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 or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, 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.

**Each Inventor: Please Sign and Date Below:**

\_\_\_\_\_, 2011  
Date Signature

Brian Croll  
Printed/Typed Name

5/25, 2011  
Date Signature

Darin B. Adler  
Printed/Typed Name

5/25, 2011  
Date Signature

Kevin W. Decker  
Printed/Typed Name

\_\_\_\_\_, 2011  
Date Signature

Steven J. Falkenburg  
Printed/Typed Name

5/25, 2011  
Date Signature

Timothy G. Hatcher  
Printed/Typed Name

5/25, 2011  
Date Signature

Jing Jin  
Printed/Typed Name

5/25, 2011  
Date Signature

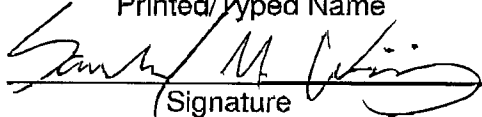
Donald D. Melton  
Printed/Typed Name

5/25, 2011  
Date

  
Signature


Maciej Stachowiak  
Printed/Typed Name

5/25, 2011  
Date

  
Signature

Samuel M. Weinig  
Printed/Typed Name

5/25, 2011  
Date

  
Signature

Brian A. Weinstein  
Printed/Typed Name

Assignment Document Return Address:  
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP  
1279 Oakmead Parkway  
Sunnyvale, CA 94085-4040  
(408) 720-8300