

## 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>Jeremy Holland</td><td>06/07/2011</td></tr><tr><td>Jan Erik Solem</td><td>06/06/2011</td></tr><tr><td>William E. Hensler</td><td>06/10/2011</td></tr></tbody></table>		Name	Execution Date	Jeremy Holland	06/07/2011	Jan Erik Solem	06/06/2011	William E. Hensler	06/10/2011		
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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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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: (408)414-1076 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	P10445US1										
NAME OF SUBMITTER:	Daniel D. Ledesma										
Total Attachments: 5 source=60108-0230_ExecutedAssignment#page1.tif source=60108-0230_ExecutedAssignment#page2.tif source=60108-0230_ExecutedAssignment#page3.tif source=60108-0230_ExecutedAssignment#page4.tif source=60108-0230_ExecutedAssignment#page5.tif											

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PATENT  
REEL: 026428 FRAME: 0818

P10445US1

ASSIGNMENT

WHEREAS WE, Jeremy Holland of Los Altos Hills, California; Jan Erik Solem of San Francisco, California and William E. Hensler of Shoreline, Washington; all of USA have made a certain new and useful invention(s) as set forth in an application for United States Letters Patent, entitled AUTO-RECOGNITION FOR NOTEWORTHY OBJECTS, executed by us on the date of execution of this document, as shown below, and filed concurrently herewith;

AND WHEREAS, Apple Inc., a California corporation having a place of business at 1 Infinite Loop, Cupertino, California 95014 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto Apple Inc., its legal representatives, successors, and assigns ("Assignee"), the entire right, title and interest in and to said invention as set forth in the abovementioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, we hereby agree with the said Assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and Assignee;

AND we request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

JUNE 7, 2011  
Date

  
Jeremy Holland

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Date

\_\_\_\_\_  
Jan Erik Solem

\_\_\_\_\_  
Date

\_\_\_\_\_  
William E. Hensler

P10445US1

Date

Jeremy Holland

6/6/2011

Date

Jan Erik Solem

Date

William E. Hensler

ASSIGNMENT

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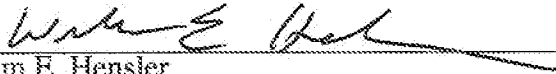
\_\_\_\_\_  
Date

\_\_\_\_\_  
Jeremy Holland

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jan Erik Solem

6-10-11  
Date

  
William E. Hensler