

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>Filip J. Pizlo</td> <td>08/20/2012</td> </tr> <tr> <td>Gavin Barraclough</td> <td>08/20/2012</td> </tr> </tbody> </table>		Name	Execution Date	Filip J. Pizlo	08/20/2012	Gavin Barraclough	08/20/2012				
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Filip J. Pizlo	08/20/2012										
Gavin Barraclough	08/20/2012										
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											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13593404</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13593404						
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CORRESPONDENCE DATA											
<p>Fax Number: 4087208383 Phone: 408-720-8300 Email: dianne_neathery@bstz.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Correspondent Name: Blakely Sokoloff Taylor & Zafman LLP Address Line 1: 1279 Oakmead Parkway Address Line 4: Sunnyvale, CALIFORNIA 94085-4040</p>											
ATTORNEY DOCKET NUMBER:	4860P14441US1										
NAME OF SUBMITTER:	Vincent WenJeng Lue (Reg. No. 56,564)										
Total Attachments: 2 source=4860P14441US1_ASSGN_082412#page1.tif source=4860P14441US1_ASSGN_082412#page2.tif											

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ASSIGNMENT OF PATENT APPLICATION

Attorney Docket No.: 4860P14441US1

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

Filip J. Pizlo and Gavin Barraclough

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

VALUE PROFILING FOR CODE OPTIMIZATION

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 13/593,404 filed 08/23/2012,

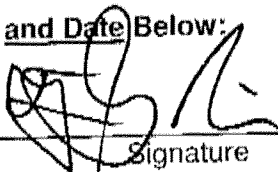
and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute 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.

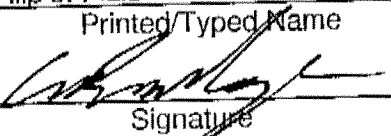
Each Inventor: Please Sign and Date Below:

29 Aug, 2012
Date


Signature

Filip J. Pizlo
Printed/Typed Name

08/20, 2012
Date


Signature

Gavin Barraclough
Printed/Typed Name

Assignment Document Return Address:
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
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