

## 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>Ben Rooke</td> <td>08/28/2012</td> </tr> <tr> <td>Dexter A. Dorris</td> <td>08/28/2012</td> </tr> <tr> <td>Wesley Powell</td> <td>08/28/2012</td> </tr> </tbody> </table>		Name	Execution Date	Ben Rooke	08/28/2012	Dexter A. Dorris	08/28/2012	Wesley Powell	08/28/2012
Name	Execution Date								
Ben Rooke	08/28/2012								
Dexter A. Dorris	08/28/2012								
Wesley Powell	08/28/2012								
RECEIVING PARTY DATA									
Name:	Apple Inc.								
Street Address:	1 Infinite Loop								
City:	Cupertino								
State/Country:	CALIFORNIA								
Postal Code:	95014-2094								
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>13601953</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13601953				
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Application Number:	13601953								
CORRESPONDENCE DATA									
Fax Number:	8777697945								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	(650) 839-5070								
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ATTORNEY DOCKET NUMBER:	18962-0552001								
NAME OF SUBMITTER:	Tiffany J. Turner								
Total Attachments: 2 source=18962-0552001-Exec_Assignment#page1.tif source=18962-0552001-Exec_Assignment#page2.tif									

CH \$40.00 13601953

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS, Ben Rooke, Dexter A. Dorris and Wesley Powell, 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

## Heads-Up Scrolling

and which is found in

- (a)  U.S. patent application executed on \_\_\_\_\_, entitled as above, listing the above named persons as inventors.
- (b)  U.S. patent application filed on August 31, 2012  
 under Application No. 13/601,953  
 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.

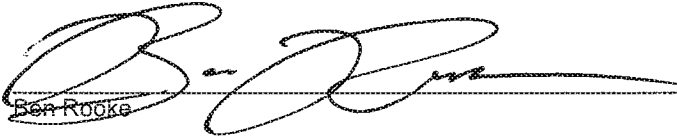
ASSIGNORS further covenant for themselves and their respective heirs, legal representatives and assigns to provide to ASSIGNEE promptly upon the request of ASSIGNEE all pertinent facts and documents relating to said invention and said patents and legal equivalents as may be known and accessible to ASSIGNORS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

Signature of Inventor

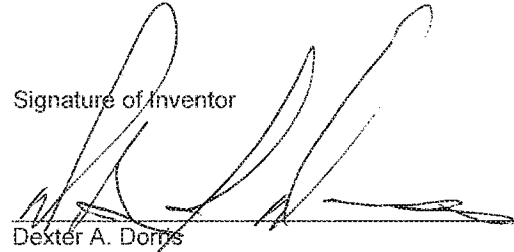
28 day of August, 2012

  
Ben Rooke

Executed this

Signature of Inventor

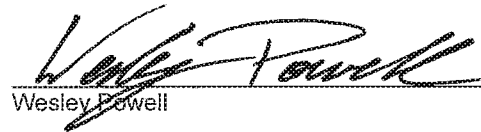
28 day of AUGUST, 2012

  
Dexter A. Dorris

Executed this

Signature of Inventor

28 day of August, 2012

  
Wesley Powell

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