

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>Seejo K. Pylappan</td> <td>12/04/2012</td> </tr> <tr> <td>James A. Howard</td> <td>10/29/2012</td> </tr> <tr> <td>Bradford A. Moore</td> <td>10/29/2012</td> </tr> <tr> <td>Christopher Blumenberg</td> <td>12/04/2012</td> </tr> </tbody> </table>		Name	Execution Date	Seejo K. Pylappan	12/04/2012	James A. Howard	10/29/2012	Bradford A. Moore	10/29/2012	Christopher Blumenberg	12/04/2012		
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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>Internal Address:</td> <td>MS-303-1NS</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	Internal Address:	MS-303-1NS	City:	Cupertino	State/Country:	CALIFORNIA	Postal Code:	95014
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CORRESPONDENCE DATA													
<p>Fax Number: 4155760300 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 415-576-0200</p> <p>Email: jhockaday@kilpatricktownsend.com</p> <p>Correspondent Name: Kilpatrick Townsend & Stockton, LLP</p> <p>Address Line 1: Two Embarcadero Center, Eighth Floor</p> <p>Address Line 4: San Francisco, CALIFORNIA 94111-3834</p>													
ATTORNEY DOCKET NUMBER:	90911-P15140US1-844494												
NAME OF SUBMITTER:	David B. Raczkowski												
<p>Total Attachments: 2</p> <p>source=P15140US1_executed_assignment#page1.tif</p> <p>source=P15140US1_executed_assignment#page2.tif</p>													

OP \$40.00 13705997

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Seejo K. Pylappan of Cupertino, California, James A. Howard of Mountain View, California, Bradford A. Moore of San Francisco, California and Christopher Blumenberg of San Francisco, California, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: SMART LOADING OF MAP TILES

Date(s) of execution of Declaration: October 29, 2012 and December 4, 2012

Filing Date: December 5, 2012

Application No.: 13/705,997 ; and

WHEREAS, APPLE INC., a corporation of the state of California, located at 1 Infinite Loop, Cupertino, CA 95014, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

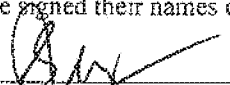
For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignors, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

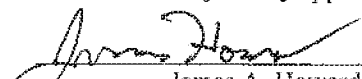
Assignors hereby authorize and request Kilpatrick Townsend & Stockton LLP, Two Embarcadero Center, Eighth Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 12/4/12


Seejo K. Pylappan

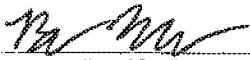
Dated: 10-29-2012

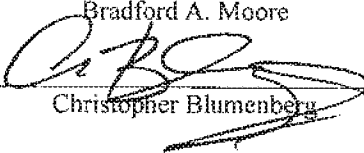

James A. Howard

Assignment
Attorney Docket No.: 90911-P15140US1-844494
Page 2

Dated: 10-29-12

Dated: 12/4/12



Bradford A. Moore


Christopher Blumenberg