PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Patrick Piemonte	09/21/2012
Xiaoyuan Tu	09/21/2012
Christopher Moore	09/21/2012
Billy P. Chen	12/05/2012
Christopher Blumenberg	12/05/2012
Seejo Pylappan	11/20/2012

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13627871

CORRESPONDENCE DATA

502158874

Fax Number: 4087208383

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

408-720-8300 Phone:

Email: dianne_neathery@bstz.com

Correspondent Name: Blakely Sokoloff Taylor & Zafman LLP

Address Line 1: 1279 Oakmead Parkway

Address Line 4: Sunnyvale, CALIFORNIA 94085-4040

ATTORNEY DOCKET NUMBER: 4860.P12359

NAME OF SUBMITTER: James C. Scheller (Reg. No. 31,195)

> PATENT REEL: 029448 FRAME: 0839

Total Attachments: 10

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PATENT REEL: 029448 FRAME: 0840

ASSIGNMENT OF PATENT APPLICATION	Attorney Docket No.: 04860.P12359		
For good and valuable consideration, the receipt and			
acknowledged, I/we, the undersigned, Patrick Piemonte, X			
Billy P. Chen, Christopher Blumenberg and Seejo Pylappan			
hereby sell, assign, and transfer to Apple Inc.	7		
a <u>corporation</u> of <u>Calif</u> (Type of Assignee: e.g., corporation, company, partnership, university, e	fornia etc.)		
having a principal place of business at 1 Infinite Loop, C	Supertino, CA, 95014,		
the United States and all foreign countries, in and to any and disclosed in the application (provisional or non-provisional) non-provisional application may have a declaration executed	("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		
CONTEXT AWARE MAP AP	PPLICATION		
said patent application also identified as follows (when know	wn):		
[I/we hereby authorize an attorney or agent for said a number and filing date of said patent application wh	•		
United States Patent Application Number 13/627,871	filed <u>9/26/2012</u> ,		
and in and to said application (provisional or non-provisional provisional applications, utility applications, design applications applications, continued prosecution applications, continuation applications, renewal applications, reissue applications, reex applications that have been or shall be filed in the United Station inventions or improvements; and in and to all original patent certificates, and extensions, that have been or shall be issued countries on said inventions or improvements; and in and to filing of said United States application;	tions, divisional applications, continuation on-in-part applications, substitute caminations, extensions, and all other patent ates and all foreign countries on any of said ts, reissued patents, reexamination d in the United States and all foreign		

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,

PATENT Rev. 1/08/2010 REEL: 029448 FRAME: 0841

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:

9/21 Date	_, 20 _1Z _	Patrick Piemonte
Date	_, 20	Name: Xiaoyuan Tu
Date	_, 20	Name: Christopher Moore
Date	_, 20	Name: Billy P. Chen
Date	_, 20	Name: Christopher Blumenberg
Date	_, 20	Name: Seeio Pylannan

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

PATENT

Rev. 1/08/2010

REEL: 029448 FRAME: 0842

ASSIGNMENT OF PATENT APPLICATION	Attorney Docket No.: 04860,P12359
For good and valuable consideration, the receipt and	sufficiency of which is hereby
acknowledged, I/we, the undersigned, Patrick Piemonte, X	Gaoyuan Tu, Christopher Moore,
Billy P. Chen, Christopher Blumenberg and Seejo Pylappan	
hereby sell, assign, and transfer to Apple Inc.	
a <u>corporation</u> of <u>California (Type of Assignee: e.g., corporation, company, partnership, university, e.g., corporation)</u>	fornia ,
having a principal place of business at 1 Infinite Loop, C	
("Assignee"), and its successors, assigns, and legal represent the United States and all foreign countries, in and to any and disclosed in the application (provisional or non-provisional) non-provisional application may have a declaration executed concurrently herewith and which application (provisional or	atives, the entire right, title, and interest for all inventions or improvements that are for the United States patent which for the by the undersigned prior hereto or
CONTEXT AWARE MAP AP	PPLICATION
said patent application also identified as follows (when know	vn):
[I/we hereby authorize an attorney or agent for said A number and filing date of said patent application who	Assignee to insert below the application en known.]
United States Patent Application Number 13/627,871 f	filed
and in and to said application (provisional or non-provisional provisional applications, utility applications, design applications applications, continued prosecution applications, continuation applications, renewal applications, reissue applications, reexa applications that have been or shall be filed in the United State inventions or improvements; and in and to all original patents certificates, and extensions, that have been or shall be issued countries on said inventions or improvements; and in and to a filing of said United States application;	ions, divisional applications, continuation in-in-part applications, substitute aminations, extensions, and all other patent ites and all foreign countries on any of said is, reissued patents, reexamination in the United States and all foreign
agree that said Assignee may apply for and receive a primprovements in its own name; and that, when requested, with Assignee, its successors, assigns, and legal representatives, to purpose of this Assignment, the undersigned will execute all applications, utility applications, design applications, division continued prosecution applications, continuation-in-part applications, reissue applications, reexaminations, extensions and all said inventions or improvements; execute all rightful of	thout charge to, but at the expense of, said o carry out in good faith the intent and provisional applications, non-provisional nal applications, continuation applications, ications, substitute applications, renewal s, and all other patent applications on any

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

- 1 - Rev. 1/08/2010

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:

Date	, 20	Name: Patrick Piemonte
Sept. 21 Date	, 20 1	Name: Xiaoyuan Tu
Date	, 20	Name: Christopher Moore
Date	, 20	Name: Billy P. Chen
Date	, 20	Name: Christopher Blumenberg
Date	, 20	Name: Seejo Pylappan

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

ASSIGNMENT OF PATENT APPLICATION	Attorney Docket No.: 04860.P12359
For good and valuable consideration, the receipt and	d sufficiency of which is hereby
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Billy P. Chen, Christopher Blumenberg and Seejo Pylappar	<u>n</u>
	*
a <u>corporation</u> of <u>Cal</u> (Type of Assignee: e.g., corporation, company, partnership, university,	lifornia ,
having a principal place of business at 1 Infinite Loop, (
("Assignee"), and its successors, assigns, and legal represent	
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CONTEXT AWARE MAP A	PPLICATION
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[I/we hereby authorize an attorney or agent for said number and filing date of said patent application wh	Assignee to insert below the application hen known.]
United States Patent Application Number 13/627,871	_filed ^{9/26/2012} ,
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- 1 - Rev. 1/08/2010

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, 20	
Date	Name: Patrick Piemonte
, 20	
Date	Name: Xiaoyuan Tu
emper 7,20 1	Mille
Date	Name: Christopher Moore
, 20	Name: Billy P. Chen
, 20	Name: Christopher Blumenberg
, 20	Name: Seejo Pylappan
	Assignment Document Return Address: BLAKELY, SOKOLOFF, TAYLOR & ZAFMA 1279 Oakmead Parkway Sunnyvale, CA 94085-4040 (408) 720-8300

Rev. 1/08/2010

ASSIGNMENT OF PATENT APPLICATION	Attorney Docket No.: 04860.P12359
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Billy P. Chen, Christopher Blumenberg and Seejo Pylappar	3
	,
hereby sell, assign, and transfer to Apple Inc.	
a corporation of Cal	lifornia
(Type of Assignee: e.g., corporation, company, partnership, university,	, etc.)
having a principal place of business at 1 Infinite Loop, (Cupertino, CA, 95014,
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United States Patent Application Number13/627,871	filed 9/26/2012
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-1-

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Date	Name: Christopher Moore
	<u> </u>
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Billy P. Chen, Christopher Blumenberg and Seejo Pylappan	
	<u></u> ;
hereby sell, assign, and transfer to Apple Inc.	
a <u>corporation</u> of <u>Calif</u> (Type of Assignee: e.g., corporation, company, partnership, university, et	
having a principal place of business at1 Infinite Loop, C	upertino, CA, 95014 ,
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[I/we hereby authorize an attorney or agent for said A number and filing date of said patent application who	
United States Patent Application Number 13/627,871 f	iled
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PATENT REEL: 029448 FRAME: 0849

Rev. 1/08/2010

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

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, 20 Date	Name: Patrick Piemonte
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1279 Oakmead Parkway
Sunnyvale, CA 94085-4040
(408) 720-8300

Rev. 1/08/2010

PATENT REEL: 029448 FRAME: 0850

RECORDED: 12/11/2012