

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>Leonardo A. Soto Matamala</td> <td>04/01/2013</td> </tr> <tr> <td>Ronald K. Huang</td> <td>04/01/2013</td> </tr> <tr> <td>Scott Herz</td> <td>04/01/2013</td> </tr> <tr> <td>Tad Shimada</td> <td>04/01/2013</td> </tr> </tbody> </table>		Name	Execution Date	Leonardo A. Soto Matamala	04/01/2013	Ronald K. Huang	04/01/2013	Scott Herz	04/01/2013	Tad Shimada	04/01/2013		
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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>M/S-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:	M/S-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 Email: jhockaday@kilpatricktownsend.com Correspondent Name: Kilpatrick Townsend & Stockton, LLP Address Line 1: Two Embarcadero Center, Eighth Floor Address Line 4: San Francisco, CALIFORNIA 94111-3834</p>													
ATTORNEY DOCKET NUMBER:	90911-P14813US2-844497												
NAME OF SUBMITTER:	Tyler J. Gee												
Signature:	/Tyler J. Gee/												

OP \$40.00 13843291

Date:	05/15/2013
Total Attachments: 2 source=P14813US2_assignment#page1.tif source=P14813US2_assignment#page2.tif	

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Leonardo A. Soto Matamala of Saratoga, California, Ronald K. Huang of San Jose, California, Scott Herz of Cupertino, California, and Tad Shimada of Cupertino, 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: MOBILE DEVICE WITH LOCALIZED APP RECOMMENDATIONS

Date(s) of execution of Declaration: April 1, 2013

Filing Date: March 15, 2013

Application No.: 13/843,291 ; 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: 04/01/13

Leonardo A. Soto Matamala

Dated: 4/1/13

Ronald K. Huang

Assignment

Attorney Docket No.: 90911-P14318US2-844497

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Dated: 4/1/2013



Scott Herz

Dated: 04/01/2013



Tad Shimada