

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Chad E. Jones</td> <td>04/05/2013</td> </tr> <tr> <td>John O. Louch</td> <td>07/31/2013</td> </tr> <tr> <td>Bas Ording</td> <td>01/11/2013</td> </tr> <tr> <td>Christopher Wright</td> <td>04/05/2013</td> </tr> </tbody> </table>		Name	Execution Date	Chad E. Jones	04/05/2013	John O. Louch	07/31/2013	Bas Ording	01/11/2013	Christopher Wright	04/05/2013
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Chad E. Jones	04/05/2013										
John O. Louch	07/31/2013										
Bas Ording	01/11/2013										
Christopher Wright	04/05/2013										
RECEIVING PARTY DATA											
Name:	APPLE INC.										
Street Address:	1 INFINITE LOOP										
City:	CUPERTINO										
State/Country:	CALIFORNIA										
Postal Code:	95014										
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>13631632</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13631632						
Property Type	Number										
Application Number:	13631632										
CORRESPONDENCE DATA											
<p>Fax Number: <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 202-220-4200 Email: yartsisheuskaya@KENYON.COM Correspondent Name: KENYON & KENYON LLP Address Line 1: 1500 K STREET NW Address Line 2: SUITE 700 Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20005-1257</p>											
ATTORNEY DOCKET NUMBER:	13316/1509401										
NAME OF SUBMITTER:	Yuliya Artsisheuskaya										
Signature:	/Yuliya Artsisheuskaya/										

PATENT

Date:

08/06/2013

Total Attachments: 6

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ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned hereby sell, assign, and transfer to **Apple Inc.**, a corporation of the state of California, having a principal place of business at 1 Infinite Loop, Cupertino, California, 95014-2084 ("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 and discoveries that are disclosed in the United States Patent Application entitled:

DYNAMICALLY GENERATED IMAGES AND EFFECTS

the specification of which is attached hereto unless the following is entered:


Filed on	as United States Application Number or PCT International Application Number	and was amended on (if applicable)
September 28, 2012	13/631,632	

and in and to said United States Patent Application and all provisional, divisional, continuing, substitute, renewal, reissue, and other patent applications that have been or shall be filed in the United States or any foreign country on any of said inventions and discoveries; and in and to all original and reissued patents that have been or shall be issued in the United States or any foreign country on said inventions and discoveries; and in and to all rights of priority resulting from the filing of said United States Patent Application;

agree that said Assignee may apply for and receive a patent or patents for said inventions and discoveries 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, divisional, continuing, substitute, renewal, reissue, and other patent applications on any and all said inventions and discoveries; 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 and discoveries and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions and discoveries and for vesting title to said inventions and discoveries, and all applications for patents and all patents on said inventions and discoveries, 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.

Inventor: Chad E. Jones

Inventor Signature 	Date 4/5/13
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Inventor: John O. Louch

Inventor Signature	Date
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Inventor: Bas Ording

Inventor Signature	Date
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Inventor: Christopher Wright

Inventor Signature 	Date 4/5/2013
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Assignment Document Return Address:

Robert L. Hails
KENYON & KENYON LLP
1500 K. St. NW Suite 700
Washington, D.C. 20005

Telephone: (202) 220-4200
Facsimile: (202) 220-4201

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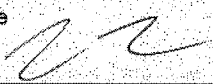
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covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Inventor: Chad E. Jones

Inventor Signature	Date
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Inventor: John O. Louch

Inventor Signature 	Date 7/3/13
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Inventor: Bas Ording

Inventor Signature	Date
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Inventor: Christopher Wright

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Inventor: Chad E. Jones

Inventor Signature	Date
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Inventor: John O. Louch

Inventor Signature	Date
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Inventor: Bas Ording

Inventor Signature 	Date 11 JAN 2013
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Inventor: Christopher Wright

Inventor Signature	Date
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