

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT2867912

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Gregory S. Robbin	05/20/2014
Oliver Krevet	05/20/2014
Jeremy C. Norberg	05/20/2014
Claes S. Nygren	05/20/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Apple Inc.
<b>Street Address:</b>	1 Infinite Loop
<b>City:</b>	Cupertino
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95014-2094
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14284336
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	(650) 839-5070
<b>Email:</b>	apsi@fr.com
<b>Correspondent Name:</b>	KIRK A. GOTTLIEB
<b>Address Line 1:</b>	FISH & RICHARDSON P.C.
<b>Address Line 2:</b>	P.O.BOX 1022
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55440-1022
<b>ATTORNEY DOCKET NUMBER:</b>	18962-0842001/P22669US1
<b>NAME OF SUBMITTER:</b>	SARAH E. HOKE
<b>SIGNATURE:</b>	/Sarah E. Hoke/
<b>DATE SIGNED:</b>	05/22/2014
<b>Total Attachments: 8</b>	
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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS, Gregory S. Robbin, Oliver Krevet, Jeremy C. Norberg, Claes S. Nygren, 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

Beacon-Triggered Code Redemption for Mobile Devices

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 May 21, 2014
  - under Application No. 14/284,336
  - 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.

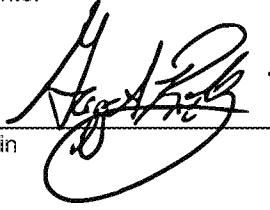
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ASSIGNORS request the Commissioner of Patents and Trademarks to issue said patents of the United States and any reissue or extension thereof to the ASSIGNEE.

Executed this

20 day of May, 2014

Signature of Inventor



\_\_\_\_\_  
Gregory S. Robbin

Executed this

\_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

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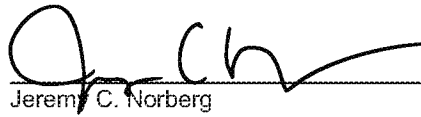
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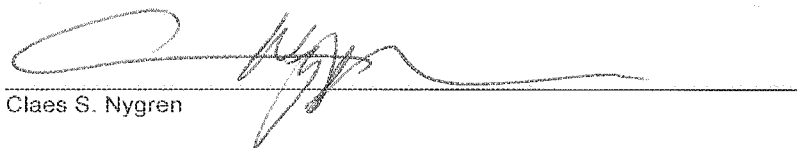
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