

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2964761

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
LUKAS M. MARTI	07/25/2014
XUFENG HAN	07/28/2014
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:	14339104
CORRESPONDENCE DATA	
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<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>	
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ATTORNEY DOCKET NUMBER:	90911-P20896US1-893465
NAME OF SUBMITTER:	MATTHEW J. BALUN
SIGNATURE:	/Matthew J. Balun/
DATE SIGNED:	08/01/2014
Total Attachments: 2	
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source=P20896US1_Assignment#page2.tif	

ASSIGNMENT
(Patent Application)

JOINT

WHEREAS, Lukas M. Marti and Xufeng Han, 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: PROVIDING PERSONALIZED CONTENT BASED ON
HISTORICAL INTERACTION WITH A MOBILE DEVICE
Filing Date: July 23, 2014
Application No.: 14/339,104

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 has 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 Assignor 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 agrees 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 has signed his name on the date indicated.

Signature: Lukas M. Marti
Lukas M. Marti

Date: 7/25/2014

Signature: _____
Xufeng Han

Date: _____

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(Patent Application)

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Signature: _____

Date: _____

Lukas M. Marti



Signature: _____

Date: 07/28/2014

Xufeng Han

PATENT