

## PATENT ASSIGNMENT COVER SHEET

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|   |                                |                       |
|---|--------------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                 |                       |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                     |                       |
| <b>CONVEYING PARTY DATA</b>   |                                |                       |
|   | <b>Name</b>                    | <b>Execution Date</b> |
|   | DOUWE H. HOMANS                | 09/29/2015            |
|   | MATTIJS HOITINK                | 09/29/2015            |
|   | MATTHIJS JACOB FREDERIK ZOON   | 09/29/2015            |
| <b>RECEIVING PARTY DATA</b>   |                                |                       |
| <b>Name:</b>  | APPLE INC.                     |                       |
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| <b>City:</b>  | CUPERTINO                      |                       |
| <b>State/Country:</b>   | CALIFORNIA                     |                       |
| <b>Postal Code:</b>   | 95014                          |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |                                |                       |
| <b>Property Type</b>  | <b>Number</b>                  |                       |
| <b>Application Number:</b>  | 14870546                       |                       |
| <b>CORRESPONDENCE DATA</b>  |                                |                       |
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| <b>ATTORNEY DOCKET NUMBER:</b>  | APLE.P0688                     |                       |
| <b>NAME OF SUBMITTER:</b>   | JOHN H. LIN                    |                       |
| <b>SIGNATURE:</b>   | /John H. Lin/                  |                       |
| <b>DATE SIGNED:</b>   | 09/30/2015                     |                       |
| <b>Total Attachments: 1</b>   |                                |                       |
| source=27802us2_p688_assignment#page1.tif   |                                |                       |

# ASSIGNMENT

APLE.P0688  
P27802US2

WHEREAS, we, **Douwe H. Homans**, residing in **Santa Clara, CA**, **Mattijs Hoitink**, residing in **San Jose, CA**, and **Matthijs Jacob Frederik Zoon**, residing in **Sunnyvale, CA**, have made an invention entitled: **Templating for Content Authoring and Distribution** and have made application for United States Letters Patent therefor, the same having been filed in the United States Patent and Trademark Office concurrently with this assignment, said application identified by the names of each inventor and the title of the invention indicated above; and

WHEREAS, Apple Inc., a corporation organized and existing under the laws of California and having an office and place of business at 1 Infinite Loop, Cupertino, California 95014, United States of America, is desirous of acquiring the entire interest in said invention, said United States Patent Application, and in any Letters Patent which may be entitled to the benefit thereof;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) to each of us paid, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we do hereby sell, assign, and transfer unto the said Apple Inc., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States Patent Application, including any nonprovisional patent application claiming the benefit thereof and any continuations and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said Patent Application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; we hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said Apple Inc. as the assignee of the entire interest therein; and we further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date(s) indicated hereinafter:

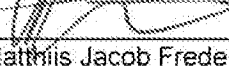
Date: 09 / 29 / 2015

Signature:   
Douwe H. Homans

Date: 09 / 29 / 2015

Signature:   
Mattijs Hoitink

Date: 09 / 29 / 2015

Signature:   
Matthijs Jacob Frederik Zoon