

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT4998627

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	CONCEPT.IO, INC.	05/21/2018
RECEIVING PARTY DATA		
Name:	APPLE INC.	
Street Address:	ONE APPLE PARK WAY	
City:	CUPERTINO	
State/Country:	CALIFORNIA	
Postal Code:	95014	
PROPERTY NUMBERS Total: 5		
Property Type	Number	
Application Number:	13761420	
Application Number:	14981617	
Application Number:	61716540	
Patent Number:	9495645	
Patent Number:	9224105	
CORRESPONDENCE DATA		
Fax Number:		
<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>		
Email:	mbrininger@blankrome.com	
Correspondent Name:	BLANK ROME LLP	
Address Line 1:	717 TEXAS AVENUE, SUITE 1400	
Address Line 4:	HOUSTON, TEXAS 77002	
ATTORNEY DOCKET NUMBER:	P24741US1/C1/P1/X1/X2-836	
NAME OF SUBMITTER:	KATHERINE A. FRANCO	
SIGNATURE:	/Katherine A. Franco/	
DATE SIGNED:	06/08/2018	
Total Attachments: 3		
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source=P24741US1_Assignment_concept-io_to_Apple#page2.tif		

ASSIGNMENT

This Assignment is made by **concept.io, Inc.**, a corporation duly organized under the laws of the State of Delaware and having an address at Corporation Trust Center, 1209 Orange Street, Wilmington, DE 19801, U.S.A. (hereinafter the "Assignor");

WHEREAS, Assignor is the owner of all of the worldwide rights, title and interest in and to the patents and patent applications set forth on Schedule A hereto (hereinafter the "Listed Patents and Applications");

WHEREAS, **Apple Inc.**, a corporation duly organized under and pursuant to the laws of the State of California, and having a principal place of business at One Apple Park Way, Cupertino, California 95014 (hereinafter the "Assignee"), is desirous of acquiring the entire worldwide right, title and interest in and to said Listed Patents and Applications and the Assigned Patents and Applications (as defined below);

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, said Assignor has sold, assigned, transferred and conveyed, and by this Assignment does hereby sell, assign, transfer and convey, unto said Assignee, its successors, legal representatives and assigns, Assignor's entire worldwide right, title and interest in and to the above-mentioned Listed Patents and Applications, and in and to any and all (a) applications (including, but not limited to, provisional applications) and patents from or to which any Listed Patents and Applications claim priority (in whole or in part) or that share common priority (in whole or in part) with any Listed Patents and Applications, (b) divisionals, continuations, continuations-in-part and foreign counterparts of any of the foregoing, (c) patents granted for, on, or extending any of any of the foregoing, (d) other types of patents, including, but not limited to, design patents, utility models, or other types of patents that derive from, extend, or claim priority based on any of any of the foregoing, (e) reissues, reexaminations and extensions of any of the foregoing, and (f) inventions described in any of the foregoing (collectively, the "Assigned Patents and Applications"), together with all rights under international treaties relating to intellectual property, including, but not limited to, the Paris Convention for the Protection of Industrial Property and the Patent Cooperation Treaty, and to claim all rights of priority resulting from the filing of any of the foregoing, all of the foregoing to be held and enjoyed by said Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives and assigns, to the full end of the term or terms of any and all Assigned Patents and Applications for which patents may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignor, had this sale and assignment not been made. Assignor does hereby sell, assign, transfer, and convey to Assignee, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the Assigned Patents and Applications that may have accrued prior to the date of assignment to Assignee, or may accrue hereafter including, but not limited to, the right to sue for, collect, and retain damages for past, present and future infringement of any of the said Assigned Patents and Applications before or after issuance. To the extent that Schedule A hereto contains any typographical or administrative error but it is clear which patent or patent application was intended to be included in the sale, assignment, transfer and conveyance under this Assignment, Assignor and Assignee each acknowledge and agree that the intended patent or patent application is hereby sold, assigned, transferred and conveyed, along with all other rights, privileges and claims enumerated above with respect to such intended patent or patent application.

IN TESTIMONY WHEREOF,

concept.io, Inc.

By:  _____

Name: Gene D. Levoff

Title: President

Date: May 21, 2018

Apple Inc.

By:  _____

Name: BJ Watrous

Title: Assistant Secretary

Date: May 14 2018

SCHEDULE "A" to Assignment									
Country Code	Type of Patent (e.g., Utility, Design, etc.)	Patent Application No.	Filing Date	Grant Number	Grant Date	Publication Number	Publication Date	Title	
US	Utility-ORG	13/761,420	2/7/2013			US-2014-0222831-A1	8/7/2014	A Method and System for Personalized Delivery of Media Content	
US	Utility-CON	14/981,617	12/28/2015			US-2016-0210285-A1	7/21/2016	Method and System of Automatically Downloading Media Content in a Preferred Network	
US	Provisional	61/716,540	10/21/2012					System and Method for Personalized Delivery of Media	
US	Utility-CIP	13/954,942	7/30/2013	9,495,645	11/15/2016	US-2015-0058264-A1	2/26/2015	Method and System of Iteratively Autotuning Prediction Parameters in a Media Content Recommender	
US	Utility-CIP	14/070,583	11/4/2013	9,224,105	12/29/2015	US-2015-0074022-A1	3/12/2015	Method and System of Automatically Downloading Media Content in a Preferred Network	