

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pajala B.V.		01/29/2007	CORPORATION: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Apple Inc.		
Street Address:	1 Infinite Loop		
City:	Cupertino		
State/Country:	CALIFORNIA		
Postal Code:	95014		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76020214	THE MOBILE ME	
CORRESPONDENCE DATA			
Fax Number:	(408)253-0186		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	408-974-2385		
Email:	laperle@apple.com		
Correspondent Name:	Thomas R. La Perle		
Address Line 1:	1 Infinite Loop		
Address Line 2:	MS: 3TM		
Address Line 4:	Cupertino, CALIFORNIA 95014		
NAME OF SUBMITTER:	Thomas R. La Perle		
Signature:	/Thomas R. La Perle/		
Date:	02/26/2007		

CH \$40.00 76020214

Total Attachments: 1

900070335

**TRADEMARK
 REEL: 003488 FRAME: 0559**

ASSIGNMENT OF SERVICE MARK

WHEREAS PAJALA B.V. ("Assignor"), a company organized under the laws of the Kingdom of the Netherlands, with its business address at Parnassustoren Locatellikade 1, 1076AZ Amsterdam, Netherlands, on April 6, 2000 filed an application with the U.S. Patent & Trademark Office, which application was assigned Serial No. 76/020,214 (the "Application") to register the mark THE MOBILE ME (the "Mark");

WHEREAS APPLE INC.. ("Assignee"), a company organized under the laws of the state of California, with a business address at 1 Infinite Loop, Cupertino, California 95014, wishes to acquire the Mark, the Application, and the goodwill of the business symbolized by the Mark;

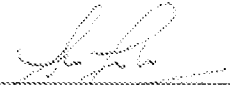
WHEREAS Assignor intended to use the Mark in its business and filed the Application under Section 1(b) of the Trademark Act indicating that intention, but has not yet filed allegations of use under Section 1(c) or 1(d) of the Trademark Act with respect to the Mark, and Assignee is acquiring the Mark and the Application pursuant to the requirements of Section 10 of the Trademark Act (15 U.S.C. 1060);

WHEREAS Assignor filed applications 2000/07973 and 2000/07974 for the Mark in South Africa (the "South African Applications") and asserted a claim of priority in the Application under Section 44(d) of the Trademark Act based upon the South African Applications, and Assignee has on this date acquired the South African Applications is acquiring the Mark and the Application pursuant to the requirements of Section 10 of the Trademark Act (15 U.S.C. 1060).

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns to Assignee all its right, title and interest in and to the Mark, the Application, and the goodwill of the business symbolized by the Mark.


Dated January 23rd, 2007

PAJALA B.V.

By 

Name: Hendrikus F. Jansen

Title: CEO



Name: _____
Title: _____