

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
One Touch Systems, Inc.		02/18/2008	CORPORATION: CALIFORNIA
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: 2			
Property Type	Number	Word Mark	
Registration Number:	2289272	FRONT ROW	
Registration Number:	2525565	FRONT ROW ONDEMAND	
CORRESPONDENCE DATA			
Fax Number:	(215)655-2286		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jacob.bishop@dechert.com		
Correspondent Name:	Jacob Bishop		
Address Line 1:	Dechert LLP		
Address Line 2:	Cira Centre, 2929 Arch Street		
Address Line 4:	Philadelphia, PENNSYLVANIA 19104-2808		
ATTORNEY DOCKET NUMBER:	367338-367466		
NAME OF SUBMITTER:	Jacob Bishop		
Signature:	/Jacob Bishop/		
Date:	03/05/2008		

CH \$65.00 2289272

Total Attachments: 1
source=FRONT ROW signed US trademark assignment#page1.tif

TRADEMARK ASSIGNMENT

Whereas One Touch Systems, Inc., a California corporation with offices at 40 Airport Parkway, San Jose, California 95110 ("Assignor"), has adopted and used the marks FRONT ROW and FRONT ROW ON DEMAND; and

Whereas Apple Inc., a California corporation with offices at 1 Infinite Loop, Cupertino, California 95014 ("Assignee"), is desirous of acquiring said marks, the registrations of such marks, and the goodwill of the business pertaining thereto.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee all of Assignor's right, title and interest in and to the marks FRONT ROW and FRONT ROW ONDEMAND, U.S. registrations No. 2,289,272 and 2,525,565, and the goodwill of the business symbolized by such marks.

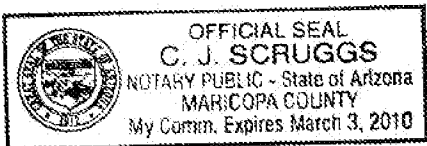
ONE TOUCH SYSTEMS, INC.

By: [Signature]
Name: Kurt A Slobodzian
Title: CEO
Date: 02/18/2008

ARIZONA
State of California)
Country of Maricopa)ss

[Notarial Seal]
Notary Public
My Commission Expires: 3,3,2010

On this 18th day of Feb. 2008, before me appeared Kurt A. Slobodzian, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified assignor with authority to do so.



[Signature]
NOTARY PUBLIC