

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Innovate Media Group, LLC		06/17/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Apple Inc.		
<b>Street Address:</b>	1 Infinite Loop		
<b>City:</b>	Cupertino		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95014		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3515183	IADS	
Registration Number:	3515184	IADS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(408)253-0186		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	408-974-2385		
<b>Email:</b>	laperle@apple.com		
<b>Correspondent Name:</b>	Thomas R. La Perle		
<b>Address Line 1:</b>	1 Infinite Loop		
<b>Address Line 2:</b>	MS: 3TM		
<b>Address Line 4:</b>	Cupertino, CALIFORNIA 95014		
<b>NAME OF SUBMITTER:</b>	Thomas R. La Perle		
<b>Signature:</b>	/Thomas R. La Perle/		
<b>Date:</b>	07/07/2010		

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**TRADEMARK**

Total Attachments: 1  
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TRADEMARK ASSIGNMENT

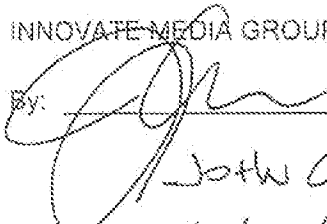
Whereas INNOVATE MEDIA GROUP, LLC., a California limited liability corporation with offices at 3199 A-3, Airport Loop Drive, Costa Mesa, California 92626 ("Assignor"), has adopted and used the mark iAds; and

Whereas APPLE INC., a California corporation with offices at 1 Infinite Loop, Cupertino, California 95014 ("Assignee"), desires to acquire all rights in the mark and tradename iAds, including all marks and tradenames that incorporate the term iAds (collectively, the "Mark"), all U.S. registrations and applications for registration of the Mark, and the goodwill of the business connected with the use of and symbolized by the Mark.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee all right, title, and interest in and to the Mark, U.S. Registrations Nos. 3,515,183 and 3,515,184, all common law rights in the Mark, any other rights, registrations, or applications that Assignor may have or claim in the Mark, the goodwill of the business connected with the use of and symbolized by the Mark, all rights of action arising from the Mark, all claims for damages for reason of infringement of the Mark, and the right to sue and collect damages for such infringement, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

INNOVATE MEDIA GROUP, LLC

By: \_\_\_\_\_

  
John C. C. 2 / Assignor  
6/17/10