

**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>
Metonymy, Inc.		05/04/2009	CORPORATION: 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: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3208369	PUSHPIN	
<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>Email:</b>	lwidup@apple.com		
<b>Correspondent Name:</b>	Lisa G. Widup		
<b>Address Line 1:</b>	Apple Inc., 1 Infinite Loop, MS 3TM		
<b>Address Line 4:</b>	Cupertino, CALIFORNIA 95014		
<b>ATTORNEY DOCKET NUMBER:</b>	PUSHPIN		
<b>NAME OF SUBMITTER:</b>	Lisa G. Widup		
<b>Signature:</b>	/Lisa G. Widup/		
<b>Date:</b>	07/28/2010		
Total Attachments: 3			

**CH \$40.00 3208369**

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**TRADEMARK  
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**ASSIGNMENT OF TRADEMARKS, REGISTRATIONS AND APPLICATIONS**

May 4, 2009

WHEREAS Metonymy, Inc., a California corporation doing business as Placebase, having its principal place of business at 821 Traction Ave., Suite 103, Los Angeles, CA 90013 ("ASSIGNOR"), has adopted, used and is using the marks listed on Schedule A, and

WHEREAS Apple Inc., a California corporation having its principal place of business at 1 Infinite Loop, Cupertino, CA 95014 ("ASSIGNEE"), wishes to acquire the entire right, title and interest in and to the said marks, any registrations and applications for registration thereof, and the goodwill of the business symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR does hereby transfer, convey and assign unto the said ASSIGNEE all right, title and interest in and to the said marks throughout the world, together with the goodwill of the business symbolized by the said marks, all registrations and applications for registration of the said marks, including without limitation those identified on the attached Schedule A, and also all past, present and future claims for infringement of the said marks, whether known or unknown, now existing or hereafter arising.

ASSIGNOR:

Metonymy, Inc. d/b/a Placebase

By:

  
\_\_\_\_\_  
Jaron I. Waldman

Its: President and Secretary

ASSIGNEE:

Apple Inc.

By:

\_\_\_\_\_  
Peter Oppenheimer

Its: Senior Vice President and Chief Financial Officer

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ASSIGNOR:


Metonymy, Inc. d/b/a Placebase

By: \_\_\_\_\_  
Jaron I. Waldman

Its: President and Secretary

ASSIGNEE:

Apple Inc.

By:  \_\_\_\_\_  
Peter Oppenheimer

Its: Senior Vice President and Chief Financial Officer

**SCHEDULE A**  
**List of Trademarks, Registrations and Applications**

Full Mark	Reg. Number	Filing Date	Issue Date	Current Status	Classes and Nature of Goods and Services Covered
PUSHPIN	3208369	3/31/06	2/13/07	Active	<p><u>Class 9</u>: Computer software for performing mapping functions, namely, for generating, viewing, manipulating, analyzing and presenting mapping information, spatial information and related images, and for supporting geographic information systems.</p> <p><u>Class 42</u>: Online computer mapping services and customized mapping services; providing online geographic information and map images; providing geographic information by means of a website on a global computer network; consulting services in the fields of mapping software and geographic information systems support and development.</p>
PUSHPIN	2399871	9/27/99	10/31/00	Cancelled	<p><u>Class 9</u>: computer software, which may be downloaded from a remote computer site or global computer network, for use in creating, managing and operating online discussion forums and groups</p>

In addition to the registered PUSHPIN trademark, the following common law trademarks, all of which are used by Assignor on a worldwide basis and for goods and services that are substantially the same as those listed for the active PUSHPIN Trademark registration described above: the mark "PLACEBASE"; the mark "RENDERMAP"; and the slogans "THE POWER OF PLACE," "BETTER MAPS FOR PROFESSIONAL APPS," and "DELIGHT. ILLUMINATE. DIFFERENTIATE."