

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
Avid Technology, Inc.		08/26/2010	CORPORATION: DELAWARE

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
Registration Number:	1855095	AIRPLAY

CORRESPONDENCE DATA

Fax Number: (408)253-0186
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 408-974-2385
 Email: laperle@apple.com
 Correspondent Name: Thomas R. La Perle
 Address Line 1: 1 Infinite Loop
 Address Line 2: MS: 36-4TM
 Address Line 4: Cupertino, CALIFORNIA 95014

NAME OF SUBMITTER:	Thomas R. La Perle
Signature:	/Thomas R. La Perle/
Date:	08/31/2010

Total Attachments: 1

900170685

**TRADEMARK
 REEL: 004270 FRAME: 0669**

CH \$40.00 1855095

TRADEMARK ASSIGNMENT

Whereas **Avid Technology, Inc.**, a Delaware corporation with offices at 75 Network Drive, Burlington, Massachusetts 01803 ("Assignor"), has adopted and used the mark AIRPLAY; 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 AIRPLAY (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. Registration No. 1,855,095, 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.

AVID TECHNOLOGY, INC.

By: 

Name: Carter Hollaud

Title: Vice President Corporate Marketing

Date: August 26, 2010