

## 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
CREATIVE APPS USA LLC		06/08/2012	LIMITED LIABILITY COMPANY: 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: 2			
Property Type	Number	Word Mark	
Registration Number:	1831306	PASSBOOK	
Registration Number:	1817519	PASSBOOK	
CORRESPONDENCE DATA			
Fax Number:	408-253-01		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</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: 36-4TM		
Address Line 4:	Cupertino, CALIFORNIA 95014		
NAME OF SUBMITTER:	Thomas R. La Perle		
Signature:	/Thomas R. La Perle/		
Date:	06/27/2012		
Total Attachments: 1 source=PassbookAssignment#page1.tif			

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ASSIGNMENT

Whereas CREATIVE APPS USA LLC, a Delaware limited liability company whose address is 1209 Orange Street, Wilmington, DE 19801 ("Assignor"), is the owner of U.S. registrations No. 1831306 and No. 1817519 of the mark PASSBOOK (together, the "Registrations"); and

Whereas APPLE INC., a California corporation whose address is 1 Infinite Loop, Cupertino, CA 95014 ("Assignee"), desires to acquire all of Assignor's rights in the mark PASSBOOK (the "Mark"), the Registrations, 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 of Assignor's right, title, and interest in and to the Mark, the Registrations, any other rights, registrations, or applications that Assignor may have or claim in the Mark, and the goodwill connected with the use of and symbolized by the Mark.

CREATIVE APPS USA LLC

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

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: June 8, 2012

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