

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM316231

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
IVYSKIN, LLC		09/02/2014	Limited Liability Corporation: NEW JERSEY
<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>	3741031	SMARTCASE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	4087838499		
<b>Email:</b>	jason_cody@apple.com		
<b>Correspondent Name:</b>	JASON CODY		
<b>Address Line 1:</b>	1 INFINITE LOOP, MS 169-3IPL		
<b>Address Line 4:</b>	CUPERTINO, CALIFORNIA 95014-2083		
<b>NAME OF SUBMITTER:</b>	Jason Cody		
<b>SIGNATURE:</b>	/JAC/		
<b>DATE SIGNED:</b>	09/05/2014		
<b>Total Attachments: 2</b>			
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CH \$40.00 3741031

**EXHIBIT A**

**TRADEMARK ASSIGNMENT**

Whereas IVYSKIN, LLC, a New Jersey limited liability corporation, having its principal place of business at 240 S. Main Street, Hackensack, New Jersey 07606 ("Assignor"), has adopted and used the mark SMARTCASE (the "Mark") and is the owner of U.S. registration No. 3,741,031 of the Mark (the "Registration"); and

Whereas APPLE INC., a California corporation with offices at 1 Infinite Loop, Cupertino, California 95014 ("Assignee"), wishes to acquire all right, title and interest in and to the Mark, the Registration, 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, effective as of September [2], 2014, all right, title and interest in and to the Mark, the Registration, any other rights, registrations, or applications that Assignor may have or claim in any form of the mark SMARTCASE in all jurisdictions throughout the world, 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.

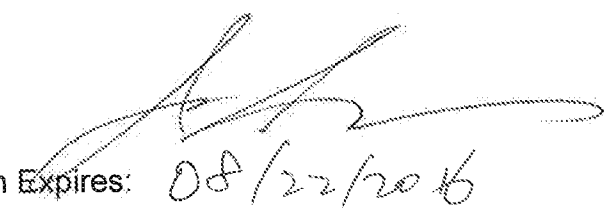
IVYSKIN, LLC

By: Mike Panahi  
Name: Mike Panahi  
Title: CEO

State of New Jersey )  
County of *Bergen* )ss

[Notarial Seal]  
Notary Public

My Commission Expires: *08/22/2016*



On this *2<sup>nd</sup>* day of September, 2014, before me appeared Mike Panahi, 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.

JAMES JISOO KIM  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES AUGUST 22, 2016