

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM329580

<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>
Novel Projects, Inc.		10/28/2014	CORPORATION: IDAHO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Apple Inc.		
<b>Street Address:</b>	1 Infinite Loop		
<b>Internal Address:</b>	MS 169-3IPL		
<b>City:</b>	Cupertino		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95014		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4139435	BOOKLAMP.ORG	
<b>Serial Number:</b>	77742566	BOOKLAMP.ORG	
<b>Serial Number:</b>	77742529	BOOK GENOME	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4082530186		
<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>Email:</b>	keckhart@apple.com,trademarkdocket@apple.com		
<b>Correspondent Name:</b>	Kimberly Eckhart		
<b>Address Line 1:</b>	1 Infinite Loop		
<b>Address Line 2:</b>	MS 169-3IPL		
<b>Address Line 4:</b>	Cupertino, CALIFORNIA 95014		
<b>ATTORNEY DOCKET NUMBER:</b>	NOVEL PROJECTS		
<b>NAME OF SUBMITTER:</b>	Kimberly Eckhart		
<b>SIGNATURE:</b>	/Kimberly Eckhart/		
<b>DATE SIGNED:</b>	01/21/2015		
<b>Total Attachments: 1</b> source=Novel#page1.tif			

CH \$90.00 4139435

Trademark ASSIGNMENT

This Assignment is made and entered into as of October ~~28~~ 2014 by and between Novel Projects, Inc., a corporation duly authorized under the laws of the State of Idaho located at Suite 800, 1491 West Idaho Street Boise, Idaho, United States (hereinafter the "Assignor") and Apple Inc., a California corporation located at 1 Infinite Loop, Cupertino, California, United States ("Assignee").

WHEREAS, Assignor is the owner of the trademark applications and registrations for BOOKLAMP.ORG (U.S. Reg. No. 4139435), Booklamp.org & design (U.S. Ser. No. 77742566), and BOOK GENOME (U.S. Ser. No. 77742529) and the trademarks covered thereby, the accompanying goodwill, and that portion of the business represented and symbolized by the trademarks (the Marks).

WHEREAS, Assignee wishes to purchase, and Assignor is willing to sell, assign, convey and transfer to Assignee, all right, title and interest in and to the Marks, and all goodwill associated therewith, and that portion of the business represented and symbolized by the Marks, and all related and corresponding rights in any jurisdiction in the world.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor and Assignee, Assignor hereby irrevocably sells, assigns, conveys, and transfers to Assignee, its successors and assigns, the entire worldwide right, title, and interest in and to the Marks, the ongoing and existing business of Assignor to which the Marks pertain, the goodwill of the business symbolized by the Marks, and all registrations that have been or may be granted thereon, all applications for registrations thereof, and all common law rights in the Marks worldwide, together with all rights and privileges granted and secured thereby, including all rights to register, renew, defend, and protect interests therein under the applicable laws of all jurisdictions and all claims, demands, income, damages, royalties, payments, accounts and accounts receivable now or hereafter due and/or payable, and rights of action, both statutory and based upon common law, that Assignor has or might have by reason of any past, present, or future infringement or other violation of the Marks prior to, on, or after the date of this Assignment, together with the right to prosecute such claims, demands, and rights of action in Assignee's own name, all of said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

IN WITNESS WHEREOF, the Assignor has duly executed this Assignment as of the date first above written.

Novel Projects, Inc. (Assignor)

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

Name: Gene D. Levoff

Title: President