

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM476866

<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>
MEMOFUN APPS LLC		06/04/2018	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	APPLE INC.		
<b>Street Address:</b>	One Apple Park Way		
<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>Serial Number:</b>	87397135	MEMOJI	
<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>Email:</b>	trademarkdocket@apple.com, laperle@apple.com		
<b>Correspondent Name:</b>	THOMAS R. LA PERLE		
<b>Address Line 1:</b>	Apple Inc. 1 Infinite Loop		
<b>Address Line 2:</b>	MS 169-3IPL		
<b>Address Line 4:</b>	Cupertino, CALIFORNIA 95014		
<b>NAME OF SUBMITTER:</b>	Spencer Joffrion		
<b>SIGNATURE:</b>	/Spencer Joffrion/		
<b>DATE SIGNED:</b>	06/05/2018		
<b>Total Attachments: 1</b>			
source=MEMOJI trademark assignment - Memofun to Apple - executed#page1.tif			

CH \$40.00 87397135

## TRADEMARK ASSIGNMENT

WHEREAS MEMOFUN APPS LLC, a Delaware limited liability company with an address at 1209 Orange Street, Wilmington, Delaware 19801 ("Assignor") is the owner of the mark MEMOJI (the "Mark") and is the applicant for U.S. registration of the Mark pursuant to application Serial No. 87/397,135; and

WHEREAS Apple Inc., a California corporation with an address at One Apple Park Way, Cupertino, California 95014 ("Assignee"), desires to acquire all of Assignor's right, title and interest in the Mark, the Application, 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 and Application (including without limitation all common law rights and any other rights in, and any registrations or other applications for registration of, the Mark and all other marks that consist of or incorporate the term MEMOJI in any form), together with the goodwill connected with the use of and symbolized by the Mark, and all rights of action arising from the Mark, to be held and enjoyed by Assignee for its own use and benefit and for Assignee's successors and assigns as the same would have been held by Assignor had this assignment not been made.

MEMOFUN APPS LLC

By: 

Name: Thomas R. La Perle  
Title: Manager

Effective June 4, 2018