

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Apple Corps Limited		01/07/2008	COMPANY: UNITED KINGDOM
<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>	
Registration Number:	3317089	APPLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(408)253-0186		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	408-974-2385		
<b>Email:</b>	laperle@apple.com		
<b>Correspondent Name:</b>	Thomas R. La Perle		
<b>Address Line 1:</b>	1 Infinite Loop		
<b>Address Line 2:</b>	MS: 3TM		
<b>Address Line 4:</b>	Cupertino, CALIFORNIA 95014		
<b>NAME OF SUBMITTER:</b>	Thomas R. La Perle		
<b>Signature:</b>	/Thomas R. La Perle/		
<b>Date:</b>	01/07/2008		

**CH \$40.00 3317089**

Total Attachments: 2

**900095752**

**TRADEMARK  
 REEL: 003691 FRAME: 0084**

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THIS ASSIGNMENT is made this 7<sup>th</sup> day of ~~November~~ January, Two thousand and ~~seven~~ eight

**BETWEEN**

APPLE CORPS LIMITED, a Company duly incorporated under the laws of England and Wales, of 27 Ovington Square, London, SW3 1LJ, United Kingdom (hereinafter called "the Assignor") of the one part;

**AND**

APPLE INC., a Company duly incorporated under the laws of the State of California in the United States of America, of 1 Infinite Loop, Cupertino, California 95014, United States of America, (hereinafter called "the Assignee") of the other part.

**WHEREAS**

- a) The assignor is the Registered Proprietor of trade mark Reg. No. 3,317,089 for APPLE in Class 9 in the United States of America, (hereinafter called the "Trade Mark").
- b) The Parties have agreed upon the Assignment of the Trade Mark with the goodwill therein.

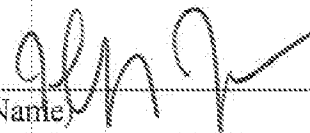
**NOW THIS ASSIGNMENT WITNESSETH** as follows:

1. In consideration of US\$10 now paid by the Assignee to the Assignor (receipt and sufficiency of which the Assignor hereby acknowledges) the Assignor as beneficial owner hereby assigns and conveys unto the Assignee **ALL THE** property right title and interest in the Trade Mark **TOGETHER WITH** that part of the goodwill of the business connected with the use of and symbolised by the Trade Mark, but excluding any other goodwill of the business connected with the use of and symbolised by any other trade marks used in the business of the Assignor or any other name or style

under which the business of the Assignor is conducted and **TO HOLD** the same unto the Assignee its successors and assigns absolutely. For the avoidance of doubt, and without limitation, the goodwill connected with the use of and symbolised by the trade mark "The Beatles", or any variation thereof, is excluded from any goodwill being assigned hereunder.

**IN WITNESS WHEREOF** the Parties have executed this Assignment the day and year first above written.

Signed for and on behalf of  
**APPLE CORPS LIMITED**  
by

  
\_\_\_\_\_  
(Name)  
(Title)  
**JEFF JONES**  
**CEO APPLE CORPS. LTD**

Signed for and behalf of  
**APPLE INC.**  
by

  
\_\_\_\_\_  
(Name) Kevin Saul  
(Title) Assistant Secretary