



HP Hewlett-Packard Group LLC  
11445 Compaq Center Drive West  
Houston, TX. 77070-2698  
USA  
www.hp.com

October 12, 2016

### Consent to Trademark Registration

HP HEWLETT-PACKARD GROUP LLC, a Delaware limited liability company with an address at 11445 Compaq Center Drive West, Houston, Texas 77070 USA ("HP"), is the owner of U.S. trademark registration No. 4452467 of HP LIVE PHOTO (the "HP Mark").

APPLE INC., a California corporation with an address at 1 Infinite Loop, Cupertino, California 95014 USA ("Apple"), has used the mark LIVE PHOTOS (the "Apple Mark") since September 2015 in connection with computer software for recording and displaying images, video, and sound, and the U.S. Patent and Trademark Office has refused Apple's U.S. application SN 86/868,731 for such goods (the "Application"), citing the HP Mark.

HP and Apple acknowledge and agree that they have encountered no confusion since Apple began using the Apple Mark, and that confusion is unlikely to occur between their respective marks because of the presence of the HP house mark in HP's mark, and the differences in their respective goods and trade channels. HP has agreed to the worldwide use and registration of the Apple Mark by Apple and its affiliates, licensees, successors, and assigns, and hereby agrees and consents to the U.S. registration of the Apple Mark by Apple for computer software.

Dated October 12, 2016

**HP HEWLETT-PACKARD GROUP LLC**

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

A handwritten signature in blue ink, appearing to read 'Francis Toldi', written over a horizontal line.

Name: Francis Toldi

Title: Manager

HP Hewlett Packard Group LLC