

EXHIBIT 73

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Family Systems Limited		01/29/2010	CORPORATION: ISLE OF MAN

RECEIVING PARTY DATA

Name:	Apple Inc.
Street Address:	1 Infinite Loop
City:	Cupertino
State/Country:	CALIFORNIA
Postal Code:	95014
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2446634	IBOOK

CORRESPONDENCE DATA

Fax Number: (408)253-0186
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 408-974-2385
 Email: laperte@apple.com
 Correspondent Name: Thomas R. La Perle
 Address Line 1: 1 Infinite Loop
 Address Line 2: MS: 3TM
 Address Line 4: Cupertino, CALIFORNIA 95014

NAME OF SUBMITTER:	Thomas R. La Perle
Signature:	/Thomas R. La Perle/
Date:	02/04/2010

Total Attachments: 1

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**TRADEMARK
 REEL: 004144 FRAME: 0312**

CH \$40.00 2446634

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TRADEMARK
REEL: 004144 FRAME: 0313

Exhibit B

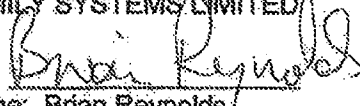
TRADEMARK ASSIGNMENT

Whereas FAMILY SYSTEMS LIMITED, a corporation formed under the laws of the Isle of Man with offices at 8 St. George's Street, Douglas, IM1 1AH, Isle of Man ("Assignor"), owns U.S. trademark registration No. 2,446,634; and

Whereas APPLE INC., a California corporation with offices at 1 Infinite Loop, Cupertino, California 95014 ("Assignee"), wishes to acquire the Registration, any other rights or registrations that Assignor may have or may claim in the mark and trade name IBOOK, including without limitation any common law rights, 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 all right, title and interest in and to the Registration, any other rights or registrations that Assignor may have or may claim in the mark and trade name IBOOK, including without limitation any common law rights, and the goodwill of the business pertaining thereto.

FAMILY SYSTEMS LIMITED

By: 

Name: Brian Reynolds

Title: Chief Executive Officer

Dated January 29, 2010

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RECORDED: 02/04/2010

TRADEMARK
REEL: 004144 FRAME: 0314