

EXHIBIT 2001

Lewis E. Hudnell, III
Partner, Colvin Hudnell LLP
375 Park Avenue, Suite 2607
New York, New York 10152
T: 212.634.6844
F: 347.772.3034
lewis@colvinhudnell.com

By Electronic Mail

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Jayna Whitt, Esq.
Director, IP Transactions
IP & Licensing Group
Apple
1 Infinite Loop, MS 36-2PAT
Cupertino, California 95014

Re: U.S. Patent No. 8,271,877 B2

Dear Jayna,

I hope all is well with you. We represent Mr. Ferid Allani, a successful French businessman and inventor. Mr. Allani holds numerous patents worldwide, including U.S. Patent No. 8,271,877 B2 entitled Method and Device for Accessing Information Sources and Services on the Web (“the Web Menu patent”). I attach a copy of the patent for your convenience. The Web Menu patent issued on September 18, 2012 after an extensive (more than 10 year) examination by the U.S. Patent Office. Numerous foreign counterparts have also issued or are pending in Europe, Asia, and elsewhere. We believe that the Web Menu patent represents a significant invention with regard to icon-driven interfaces and mobile devices. Therefore, its ongoing and future use by producers of smart phones and tablets, among other mobile devices, that use application menus to access resources on the Web is of tremendous value to the industry.

Given Apple’s leading position in the market for such products and Mr. Allani’s high regard for your company, Mr. Allani would like to give Apple the first opportunity to explore a mutually beneficial business arrangement regarding the Web Menu patent. We would like to schedule a meeting with you and your IP Transactions team to explore potential opportunities. We would be happy to travel to California for the meeting. Please suggest a few dates and times that would work for Apple and we will do our best to make one of them work. Many thanks for your consideration and we look forward to working with your team on this matter.

Sincerely,



Lewis E. Hudnell, III

cc: Mr. Ferid Allani
Chris Colvin, Esq.