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EET

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To the honorable Comr

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attached original documents or copy thereof.

1. Name of conveying party(ies):

Phillip Lelyveld
Robert Schonfeld

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other:

Execution Date: March 30, 2007

2. Name and address of receiving party(ies)

Name: Disney Enterprises, Inc.

Internal Address: _____

Street Address: 500 South Buena Vista Street

City: Burbank State: CA Zip: 91521

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: March 30, 2007

A. Patent Application No.(s)

B. Patent No.(s)

04/09/2007 SSITHIB1 00000020 11732957

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Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Farshad Farjami, Esq.

Internal Address: Farjami & Farjami LLP

Street Address: 24522 La Alameda Ave., Suite 360

City: Mission Viejo State: California Zip: 92691

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41). \$ 40.00

☒ Enclosed (Payment by Credit Card Form PTO-2038 enclosed)

☒ Underpayment or Overpayment is Authorized to be Charged or Credited to Deposit Account

8. Deposit account number: 50-0731

(Attach duplicate copy of this page if paying by deposit account)

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8. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Farshad Farjami, Esq.

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and documents: 3

Mail documents to be recorded with required cover sheet information to:
Mail Stop Assignment Recordation Services, Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450

07-DIS-045-MEDIA

PATENT
REEL: 019207 FRAME: 0038

ASSIGNMENT

WHEREAS, I/WE:

INVENTOR NAME	INVENTOR RESIDENCE ADDRESS
Philip Lelyveld	4314 Vinton Ave., Culver City, California 90232-3453
Robert Schonfeld	5002 Matilija Ave., Sherman Oaks, California 91423

have invented certain new and useful improvements disclosed in an application for United States Letters Patent titled METHOD AND SYSTEM FOR DETERMINING A VALUE OF A PORTION OF CONTENT, filed herewith;

AND WHEREAS DISNEY ENTERPRISES, INC., a Delaware corporation (hereinafter, together with any successors, legal representatives and assigns thereof, called "Assignee"), wants to acquire the entire right, title, and interest in and to said improvements and application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I/WE have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to Assignee the entire right, title, and interest in and to said improvements, and said application and all divisions, substitutions, continuations and continuations-in-part thereof, and all United States Letters Patents which may be granted thereon and all reissues and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all applications for patents (including related rights such as utility-model registrations, inventor(s) certificates, and the like), heretofore or hereafter filed for said improvements in any foreign countries, and all patents (including all extensions, renewals, and reissues thereof) granted for said improvements in any foreign countries; and I/WE hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to Assignee in accordance with the terms of this assignment.

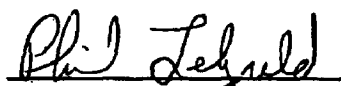
Each of the undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patents to Assignee.

Each of the undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the filing date and serial number of said application when officially known.

Each of the undersigned warrants himself/herself to be the owner of the entire right, title and interest in said invention or improvements and to have the full right to make this assignment, and further warrants that there are no outstanding prior assignments, licenses, or other encumbrances on the interest herein assigned, and will not execute any agreement in conflict herewith;

AND I/WE HEREBY further covenant and agree that I/WE will communicate to Assignee any facts known to me/us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuations-in-part, re-examination, extension, substitute and reissue applications, make all rightful oaths, and generally do everything possible to aid Assignee to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand this 27 day of March, 2007


Philip Lelyveld

IN TESTIMONY WHEREOF, I hereunto set my hand this 30 day of March, 2007


Robert Schonfeld