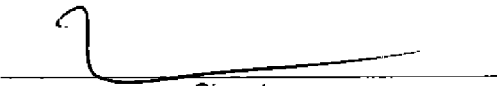


Client Code: WDIS.001A

**RECORDATION FORM COVER SHEET  
PATENTS ONLY**

To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): (List using letters or numbers for multiple parties)</p> <p>1. Asa Kalama 2. Holger Irmiler 3. Frank Mezzatesta 4. Clifford Wong</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies):</p> <p><b>Name:</b> Disney Enterprises, Inc. <b>Internal Address:</b> <b>Street Address:</b> 500 South Buena Vista Street <b>City:</b> Burbank <b>State:</b> CA <b>ZIP:</b> 91521</p> <p>Additional name(s) of receiving party(ies) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Security Agreement <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:</p> <p>Execution Date: (List as in section 1 if multiple signatures)</p> <p>1. June 15, 2007 2. June 15, 2007 3. June 17, 2007 4. June 19, 2007</p>	<p>4. US or PCT Application number(s) or US Patent number(s):</p> <p><input checked="" type="checkbox"/> Patent Application No.: 11/768,085 Filing Date: June 25, 2007</p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>5. Party to whom correspondence concerning document should be mailed:</p> <p><b>Customer No.</b> 63,651 <b>Address:</b> Knobbe, Martens, Olson &amp; Bear, LLP 2040 Main Street, 14<sup>th</sup> Floor Irvine, CA 92614 <b>Return Fax:</b> (949) 760-9502 <b>Attorney's Docket No.:</b> WDIS.001A</p>	<p>6. Total number of applications and patents involved: 1</p>
<p>7. Total fee (37 CFR 1.21(h)): \$40</p> <p><input checked="" type="checkbox"/> Authorized to be charged to deposit account</p>	<p>8. Deposit account number: 11-1410</p> <p>Please charge this account for any additional fees which may be required, or credit any overpayment to this account.</p>
<p>9. Statement and signature.</p> <p>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.</p> <p><u>John G. Rickenbrode</u> Name of Person Signing</p> <p> Signature</p> <p>June 27, 2007 Date</p> <p>57,067 Registration No.</p> <p align="center">Total number of pages including cover sheet, attachments and document: 3</p>	

CH \$40.00 111410 11768085

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**PATENT**  
**REEL: 019492 FRAME: 0575**

Application No.: Unknown  
Filing Date: Herewith

**PATENT**  
Client Code: WDIS.001A  
Page 1

### ASSIGNMENT

WHEREAS, We, Asa Kalama, a U.S. citizen, having a business address at 521 Circle Seven Drive, Glendale, CA 91201; Holger Irmiler, a German citizen, having a business address at 521 Circle Seven Drive, Glendale, CA 91201; Frank Mezzatesta, a U.S. citizen, having a business address at 521 Circle Seven Drive, Glendale, CA 91201; and Clifford Wong, a U.S. citizen, having a business address at 521 Circle Seven Drive, Glendale, CA 91201; have invented certain new and useful improvements in a SYSTEM AND METHOD OF VIRTUALLY PACKAGING MULTIMEDIA for which we have executed an application for Letters Patent in the United States, on even date herewith;

AND WHEREAS, Disney Enterprises, Inc. (hereinafter "ASSIGNEE"), a Delaware Corporation, with its principal place of business at 500 South Buena Vista Street, Burbank, California 91521, desires to acquire the entire right, title, and interest in and to said improvements and said Application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I, said inventor, do hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under said improvements, and said application including all provisional applications relating thereto, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, his successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND WE HEREBY covenant and agree that we will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.


Application No.: Unknown  
Filing Date: Herewith

**PATENT**  
Client Code: WDIS.001A  
Page 2

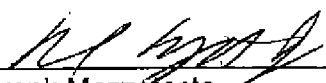
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 15<sup>th</sup> day of June, 2007.

  
\_\_\_\_\_  
Asa Kalama

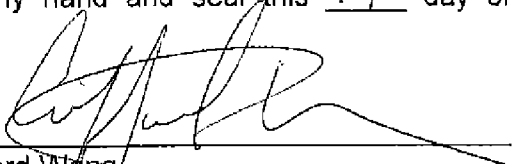
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 15<sup>th</sup> day of June, 2007.

  
\_\_\_\_\_  
Holger Irrmler

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 17<sup>th</sup> day of June, 2007.

  
\_\_\_\_\_  
Frank Mezzatesta

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 18<sup>th</sup> day of June, 2007.

  
\_\_\_\_\_  
Clifford Wong

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052107