

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Ariff Sidi</td> <td>08/21/2008</td> </tr> <tr> <td>Skarpi Hedinsson</td> <td>08/21/2008</td> </tr> <tr> <td>Giuseppe Manzari</td> <td>08/21/2008</td> </tr> <tr> <td>Ely Liu</td> <td>08/21/2008</td> </tr> </tbody> </table>		Name	Execution Date	Ariff Sidi	08/21/2008	Skarpi Hedinsson	08/21/2008	Giuseppe Manzari	08/21/2008	Ely Liu	08/21/2008
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Ariff Sidi	08/21/2008										
Skarpi Hedinsson	08/21/2008										
Giuseppe Manzari	08/21/2008										
Ely Liu	08/21/2008										
RECEIVING PARTY DATA											
Name:	Disney Enterprises, Inc.										
Street Address:	500 S. Buena Vista Street										
City:	Burbank										
State/Country:	CALIFORNIA										
Postal Code:	91521										
PROPERTY NUMBERS Total: 1											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12197751</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12197751						
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Application Number:	12197751										
CORRESPONDENCE DATA											
Fax Number:	(503)439-6558										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Email:	docketing@bltg-ip.com										
Correspondent Name:	Berkeley Law & Technology Group LLP										
Address Line 1:	17933 NW Evergreen Parkway, Suite 250										
Address Line 4:	Beaverton, OREGON 97006										
ATTORNEY DOCKET NUMBER:	038.P021										
NAME OF SUBMITTER:	Tamara Daw										
Total Attachments: 1 source=038P021Assignment#page1.tif											

CH \$40.00 12197751

PATENT

ASSIGNMENT

Docket No.
038.P021

In consideration of One Dollar and Other good and valuable consideration, of which we acknowledge receipt, we

ARIFF SIDI
SKARPI HEDINSSON
GIUSEPPE MANZARI
ELY LIU

sell and assign to Disney Enterprises, Inc., a Delaware Corporation, having a principal place of business at 500 South Buena Vista Street, Burbank, California 91521, and its successors and assigns the entire right, title and interest in and to the improvements in:

MEASURING USER ENGAGEMENT DURING PRESENTATION OF MEDIA CONTENT

invented by me (us), as described in the application for United States patent

- executed concurrently herewith, or
- U.S. Serial No., filed

and any and all applications for patent and patents therefor in any and all countries, including all divisions, reissues, continuation and extensions thereof, and all rights of priority resulting from the filing of said United States application, and authorize and request any official whose duty it is to issue patents, to issue any patents on said improvements or resulting therefrom to said **Disney Enterprises, Inc.**, or its successors or assigns and agree that on request and without further consideration, but at the expense of said Company, I will communicate to said Company or its representatives or nominees any facts known to me 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 Company, its successors, assigns, and nominees to obtain and enforce proper patent protection for said improvements in all countries.

8/21/08
Date

7/21/08
Date

8/21/08
Date

8/21/08
Date

[Signature]
Ariff Sidi

[Signature]
Skarpi Hedinnsson

[Signature]
Giuseppe Manzari

[Signature]
Ely Liu