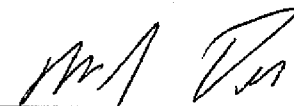


FORM PTO-1595 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)		RECORDATION FORM COVER SHEET PATENTS ONLY		U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office	
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.					
1. Name of conveying part(ies): 1. Gregory Talbott Katz 2. Mark Massé Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			2. Name and address of receiving party(ies) Name: Disney Enterprises, Inc., a Delaware Corporation Street Address: 500 South Buena Vista Street Burbank, California 91521 Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other: Execution Date(s): 1. October 1, 2008; 2. October 1, 2008					
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: 1. September 30, 2008; 2. September 30, 2008 A. Patent application No.(s) B. Patent No.(s) 12/241,447 Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
5. Name and address of party to whom correspondence concerning document should be mailed: Michael J. Tempel SMITH FROHWEIN TEMPEL GREENLEE BLAHA LLC Two Ravinia Drive, Suite 700 Atlanta, Georgia 30346			6. Total number of applications/patents involved: [1] 7. Total fee (37 CFR 3.41) \$ 40.00 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorization to charge credit card (attached) 8. Deposit Account Number: 50-3479 (Attach duplicate copy of this page if paying by Deposit Account)		
DO NOT USE THIS SPACE					
9. Statement and signature. <i>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.</i> Michael J. Tempel - 41,344  <u>10/2/08</u> Typed Name Signature Date Docket #: 23011.0012U1 Total number of pages including cover sheet, attachments, and document: [5]					

OP \$40.00 12241447

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

SFTGB Docket No.: 23011.0012U1
07-DIS-215-WDIG-US-UTL

**ASSIGNMENT
OF UTILITY PATENT APPLICATION**

WHEREAS, the following parties:

<u>Name</u>	<u>Address</u>
Gregory Talbott Katz	844 NE 88 th St., Seattle, Washington, 98115-3036
Mark Massé	8820 Venn Ave. SE, Snoqualmie, Washington, 98065

hereinafter referred to as ASSIGNOR, have invented certain new and useful improvements ("inventions") as described and set forth in the below-identified utility application for United States Letters Patent entitled:

**SYSTEM AND METHOD FOR DETERMINING THE DATA MODEL USED TO
CREATE A WEB PAGE,**

which was:

- executed on even date herewith,
- filed with the United States Patent and Trademark Office (USPTO) on 09/30/2008, and assigned Serial No. 12/241,447, and
- further described in U.S. Provisional application entitled, filed with the USPTO on, and assigned Serial No..

Note: Only one of the first two checkboxes will be checked. The third checkbox will be checked, only if appropriate.

WHEREAS, Disney Enterprises, Inc. a Delaware Corporation, having a place of business at 500 South Buena Vista Street, Burbank, California, 91521, hereinafter referred to as ASSIGNEE, is desirous of acquiring ASSIGNOR'S interest in and to said invention(s), said utility application, said provisional application, and any U.S. and foreign patents which are related to the same.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by ASSIGNOR, ASSIGNOR has sold, assigned and transferred and does hereby sell, assign and

SFTGB Docket No.: 23011.0012U1
07-DIS-215-WDIG-US-UTL
Page 2 of 4
(Patent Assignment)

transfer unto ASSIGNEE, and ASSIGNEE'S successors and assigns, (a) the entire right, title and interest, for the United States of America, in and to said invention(s), said utility application, and said Provisional application and all the rights and privileges in any application and under any and all patents that may be granted in the U.S. for said inventions, including all corresponding provisional, continuation, continuation in part, divisional, reissue, and reexamination applications; and (b) the entire right, title and interest in and to said invention(s), said utility application, and said provisional application for all countries foreign to the U.S., including all rights of priority arising from them, and all the rights and privileges under any and all forms of protection, including patents, that may be granted in said countries foreign to the U.S. for them.

ASSIGNOR authorizes ASSIGNEE to make application for such protection in its own name and maintain such protection in any and all countries foreign to the U.S., and to invoke and claim for any application for patent or other form of protection for said Inventions, without further authorization from ASSIGNOR, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

ASSIGNOR hereby consents that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of ASSIGNEE to apply for patent or other form of protection for said Inventions, said utility application, or said provisional application and to claim the aforesaid benefit of the right of priority.

ASSIGNOR requests that any and all patents for said inventions be issued to ASSIGNEE in the U.S. and to ASSIGNEE in all countries foreign to the U.S., or to such nominee as ASSIGNEE may designate.

ASSIGNOR covenants and agrees that, when requested, ASSIGNOR shall, without charge to ASSIGNEE but at ASSIGNEE'S expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable, or convenient in connection with the patent applications, patents, or other forms of protection of said invention(s), and for the defense and protection thereof if challenged in the court of law.

ASSIGNOR authorizes ASSIGNEE or its agents to insert, on ASSIGNOR'S behalf, the filing date and/or serial number above pertaining to the utility application and/or the provisional application, if not known as of the date of execution of this document.

SFTGB Docket No.: 23011.0012U1
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Page 4 of 4
(Patent Assignment)



Mark Massé

Date: 10/01/08

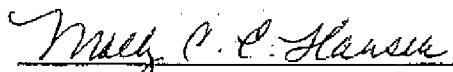
United States of America

State of Washington

County of King

On this 1 day of October, 2008, before me personally came Mark Massé to me known to be the individual described above and who executed the foregoing instrument, or acknowledged execution of the same.

MOLLY C. E. HANSEN
Notary Public
State of Washington
My Commission Expires
October 06, 2008



Notary Public

October 06, 2008
My Commission Expires (Date)

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07-DIS-215-WDIG-US-UTL
Page 3 of 4
(Patent Assignment)



Gregory Talbott Katz

Date: 1 Oct 2008


United States of America

State of Washington

County of King

On this 1 day of October, 2008, before me personally came Gregory Talbott Katz to me known to be the individual described above and who executed the foregoing instrument, or acknowledged execution of the same.

MOLLY C. E. HANSEN
Notary Public
State of Washington
My Commission Expires
October 06, 2008



Notary Public

October 06, 2008

My Commission Expires (Date)