

Form PTO-1595  
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OMB No. 0651-0027 (exp. 5/31/2002)

10-21-2008



U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the honorable Commission

103530716

ached original documents or copy thereof.

1. Name of conveying party(ies):  
**Sean T. Treat**  
**Chris Savory**  
**Brandon Kolasinski**  
**Richard Webby**  
Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: **Disney Enterprises, Inc.**  
Internal Address: \_\_\_\_\_  
\_\_\_\_\_

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other:  
Execution Date: **October 3, 2008**

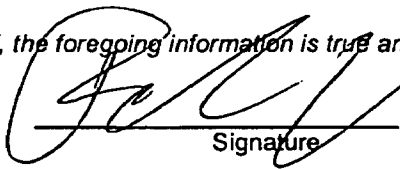
Street Address: **500 South Buena Vista Street**  
City: **Burbank** State: **CA** Zip: **91521**  
Additional name(s) & address(es) attached?  Yes  No

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: **October 3, 2008**  
A. Patent Application No.(s) B. Patent No.(s)  
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: **26522 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**

DO NOT USE THIS SPACE

9. 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 **10/3/08** Date  
Total number of pages including cover sheet, attachments, and documents: **7**

10-3-08

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**ASSIGNMENT**

WHEREAS, I/WE:

INVENTOR NAME	INVENTOR RESIDENCE ADDRESS
Sean T. Treat	
Chris Savory	
Brandon Kolasinski	
Richard Webby	12050 Laurel Terrace Dr, Studio City, CA 910604

have invented certain new and useful improvements disclosed in an application for United States Letters Patent titled SYSTEM AND METHOD FOR ONTOLOGY AND RULES BASED SEGMENTATION ENGINE FOR NETWORKED CONTENT DELIVERY, 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 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.

I hereunto set my hand this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_

Sean T. Treat

I hereunto set my hand this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_

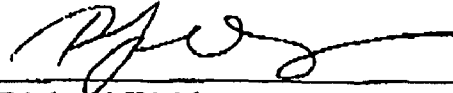
Chris Savory

I hereunto set my hand this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_

Brandon Kolasinski

I hereunto set my hand this 30<sup>th</sup> day of September, 2008



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Richard Webby

**ASSIGNMENT**

WHEREAS, I/WE:

INVENTOR NAME	INVENTOR RESIDENCE ADDRESS
Sean T. Treat	3638 Turningwind Ln., Winter Garden, FL 34787
Christopher B. Savory	12654 Dallington Terrace, Winter Garden, FL 34787
Brandon Kolasinski	15581 Amberbeam Blvd., Winter Garden, FL 34787
Richard Webby	

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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.

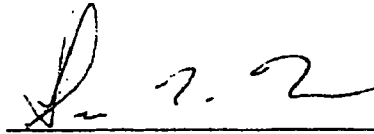
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Each of the undersigned warrants himself/herself to be the owner of the entire right, title and interest in said invention or improvements and to have the full right to make this assignment, and further warrants that there are no outstanding prior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

Attorney Docket No.: 0260185

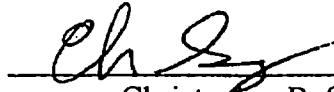
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I hereunto set my hand this 3rd day of October, 2008.



Sean T. Treat

I hereunto set my hand this 3rd day of October, 2008.



Christopher B. Savory

I hereunto set my hand this 3rd day of October, 2008.



Brandon D. Kolasinski

Attorney Docket No.: 0260185

I hereunto set my hand this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

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Richard Webby