

FORM PTO-1595

**RECORDATION FORM COVER SHEET
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying part(ies):

1. **Michael J. Strein**
2. **Kenneth J. Michel**
3. **Steven Machanic**

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

3. Nature of conveyance:

- Assignment** Merger
 Security Agreement Change of Name
 Other:

Execution Date(s): 1. **March 12, 2009** 2. **March 12, 2009**
3. **March 12, 2009**

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. **March 12, 2009** 2. **March 12, 2009** 3. **March 12, 2009**

A. Patent application No.(s)
12/403,480

B. Patent No.(s)

Additional numbers attached? Yes 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

 Enclosed Authorization to charge credit card (attached)

8. Deposit Account Number: 50-3479

(Attach duplicate copy of this page if paying by Deposit Account)

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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.

Michael J. Tempel - 41,344

Typed Name

/Michael J. Tempel/

Signature

March 13, 2009

Date

Docket #: 23011.0019U2

Total number of pages including cover sheet, attachments, and document: **[6]**

Mail documents to be recorded with required cover sheet information to:

Mail Stop Assignment
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313

PATENT

REEL: 022396 FRAME: 0741

700402347

OP \$40.00 12403480

SFTGB Docket No.: 23011.0024U2
08-DIS-089-MEDIA-US-UTL

**ASSIGNMENT
OF UTILITY PATENT APPLICATION**

WHEREAS, the following parties:

<u>Name</u>	<u>Address</u>
Michael J. Strein	44 Riverview Court, Oakdale, New York, 11769
Kenneth J. Michel	89 South Bay Avenue, Brightwaters, New York, 11718
Steven Machanic	65 Delong Avenue, Dumont, New Jersey, 07628

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 DYNAMICALLY TRANSMITTING NETWORK
ALERT SYSTEM (NAS) INFORMATION FROM TELEVISION NETWORK TO
STATIONS USING INFORMATION EMBEDDED IN AN HDTV SIGNAL,**

which was:

- executed on even date herewith,
- filed with the United States Patent and Trademark Office (USPTO) on _____, and assigned Serial No. _____, and
- further described in U.S. Provisional application entitled **Network Alert System (NAS) Information And Affiliate Communication Services (ACS) Transmissions From ABC TV Network To ABC Stations Using Information Embedded In The HDTV Signal**, filed with the USPTO on **June 20, 2008**, and assigned Serial No. **61/074,255**.

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

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(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.

PATENT
REEL: 022396 FRAME: 0743


MICHAEL J. STREIN

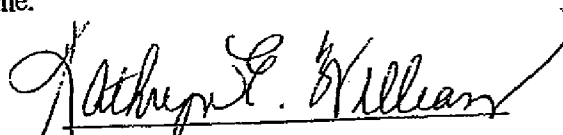
Date: March 12, 2009

United States of America

State of NEW YORK

County of NEW YORK

On this 12th day of March, 2009, before me personally came Michael J. Strein to me known to be the individual described above and who executed the foregoing instrument, or acknowledged execution of the same.


Notary Public

My Commission Expires (Date)

KATHRYN E. WILLIAMS
Notary Public, State of New York
No. 01W15026055
Qualified in Bronx County
Commission Expires April 11, 2010

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KENNETH J. MICHEL

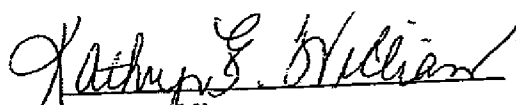
Date: 3/12/09

United States of America

State of NEW YORK

County of NEW YORK

On this 12th day of March, 2009, before me personally came
Kenneth J. Michel to me known to be the individual described above and who executed the
foregoing instrument, or acknowledged execution of the same.


Notary Public

My Commission Expires (Date)

KATHRYN E. WILLIAMS
Notary Public, State of New York
No. 01W15026055
Qualified In Bronx County
Commission Expires April 11, 2010

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(Patent Assignment)

Steven Machanic
STEVEN MACHANIC

Date: 3/11/09

United States of America

State of NEW YORK

County of NEW YORK

On this 11th day of March, 2009, before me personally came Steven Machanic to me known to be the individual described above and who executed the foregoing instrument, or acknowledged execution of the same.

Kathryn E. Williams
Notary Public

My Commission Expires (Date)

KATHRYN E. WILLIAMS
Notary Public, State of New York
No. 01W15026055
Qualified in Bronx County
Commission Expires April 11, 2010