

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Ryan Christianson	01/26/2009
John Kehle	01/26/2009
<b>RECEIVING PARTY DATA</b>	
Name:	Disney Enterprises, Inc.
Street Address:	500 South Buena Vista Street
City:	Burbank
State/Country:	CALIFORNIA
Postal Code:	91521
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12553152
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(770)804-0900
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	770-709-0056
Email:	MTEMPEL@SENTRYLG.COM
Correspondent Name:	DISNEY ENTERPRISES, INC C/O SMITH FROHWE
Address Line 1:	TWO RAVINIA DRIVE, SUITE 700
Address Line 4:	ATLANTA, GEORGIA 30346
ATTORNEY DOCKET NUMBER:	23011.0008U1
NAME OF SUBMITTER:	Adam E. Crall
Total Attachments: 5 source=23011-0008U1ExecAss#page1.tif source=23011-0008U1ExecAss#page2.tif source=23011-0008U1ExecAss#page3.tif	

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**ASSIGNMENT  
OF UTILITY PATENT APPLICATION**

WHEREAS, the following parties:

<u>Name</u>	<u>Address</u>
Ryan Christianson	4423 181 <sup>st</sup> PL SW, Lynnwood WA 98037
John Kehle	12711 Holmes Point Drive NE, Kirkland, WA 98034
John Dietz	8619 170 <sup>th</sup> Court NE, Redmond, WA 98052

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:

**SMP-SPONSORED WAP ADVERTISEMENT,**

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 \_\_\_\_\_, 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

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.



RYAN CHRISTIANSON

Date: 1/26/2009

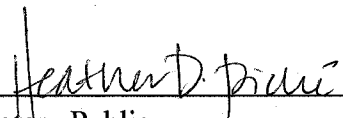
United States of America

State of Washington

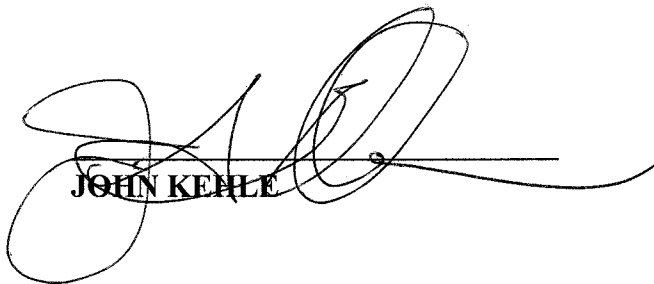
County of King

On this 26 day of January, 2009, before me personally came Ryan Christianson to me known to be the individual described above and who executed the foregoing instrument, or acknowledged execution of the same.



  
\_\_\_\_\_  
Notary Public

August 5, 2011  
\_\_\_\_\_  
My Commission Expires (Date)

  
JOHN KEHLE

Date: 1/26/2009

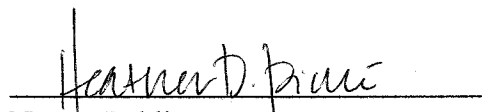
United States of America

State of Washington

County of King

On this 26 day of January, 2009, before me personally came John Kehle to me known to be the individual described above and who executed the foregoing instrument, or acknowledged execution of the same.



  
Notary Public

August 5, 2011  
My Commission Expires (Date)

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**JOHN DIETZ**

Date: \_\_\_\_\_

United States of America

State of

County of

On this \_\_\_\_ day of \_\_\_\_\_, 2009, before me personally came John Dietz to me known to be the individual described above and who executed the foregoing instrument, or acknowledged execution of the same.

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Notary Public

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My Commission Expires (Date)