

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
The Walt Disney Studios (Schweiz) GmbH	02/04/2011
<b>RECEIVING PARTY DATA</b>	
Name:	Disney Enterprises, Inc.
Street Address:	500 S. Buena Vista Street
City:	Burbank
State/Country:	CALIFORNIA
Postal Code:	91521
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12702195
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(713)623-4846
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	7136234844
Email:	kneil@pattersonsheridan.com
Correspondent Name:	Patterson & Sheridan, LLP.
Address Line 1:	3040 Post Oak Blvd
Address Line 2:	SUITE 1500
Address Line 4:	HOUSTON, TEXAS 77056
ATTORNEY DOCKET NUMBER:	DISN/0015_ASG2
NAME OF SUBMITTER:	John C. Carey
Total Attachments: 1 source=DISN_0015_ASG2#page1.tif	

OP \$40.00 12702195

**ASSIGNMENT OF PATENT APPLICATION**

WHEREAS, The Walt Disney Studios (Schweiz) GmbH, a Swiss Corporation, with offices at Hoeschgasse 45, CH-8008, Zürich, Switzerland hereinafter referred to as "Assignor," is the owner of all or part of the right, title and interest in the inventions described and set forth in the below-identified patent application for United States Letters Patent:

Title of Invention: CONTENT ADAPTIVE AND ART DIRECTABLE  
SCALABLE VIDEO CODING

Inventor(s)/Assignors: Nikolce STEFANOSKI, Hannover, Germany  
Aijosa SMOLIC, Zurich, Switzerland  
Yongzhe WANG, Shanghai, China  
Manuel LANG, Zurich, Switzerland  
Alexander HORNUNG, Zurich, Switzerland  
Markus GROSS, Uster, Switzerland

Filing Date: February 8, 2010

Patent Application No.: 12/702,195; and

WHEREAS, Disney Enterprises, Inc., a Delaware Corporation, with offices at 500 S. Buena Vista Street, Burbank, CA 91521, hereinafter referred to as "Assignee," is desirous of acquiring an interest and/or a joint undivided interest in the invention and patent application and in any U.S. Letters Patent and Registrations which may be granted on the same;

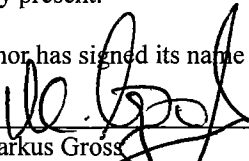
For good and valuable consideration, receipt of which is hereby acknowledged by Assignor, Assignor has assigned, and by these presents does assign to Assignee all of the rights Assignor held as to right, title and interest in and to each and every invention disclosed in the patent application, the patent application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the patent application as provided by the Paris Convention or otherwise. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof, and the right to recover, and to bring all such proceedings as may be necessary for the recovery of, damages or other forms of relief in respect of any and all infringements of the Letters Patent or Registrations, and all rights under the International Convention for the Protection of Industrial Property.

Assignor further agrees that it will, without charge to Assignor, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignors hereby authorize and request Patterson & Sheridan, 250 Cambridge Avenue, Suite 300, Palo Alto, CA 94306 to insert hereinabove the application number, declaration dates and filing date of the above-referenced patent application when known, if not already present.

IN TESTIMONY WHEREOF, Assignor has signed its name on the date indicated.

Dated: 04. Feb. 2011

  
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Dr. Markus Gross  
Title: Local Director, Disney Research, Zürich  
For: The Walt Disney Studios (Schweiz) GmbH