

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Markus GROSS</td> <td>02/04/2011</td> </tr> <tr> <td>Alexander HORNUNG</td> <td>01/24/2011</td> </tr> <tr> <td>Manuel LANG</td> <td>01/25/2011</td> </tr> <tr> <td>Philipp KRAEHENBUEHL</td> <td>01/26/2011</td> </tr> </tbody> </table>		Name	Execution Date	Markus GROSS	02/04/2011	Alexander HORNUNG	01/24/2011	Manuel LANG	01/25/2011	Philipp KRAEHENBUEHL	01/26/2011
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CORRESPONDENCE DATA											
<p>Fax Number: (713)623-4846</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 7136234844</p> <p>Email: kneil@pattersonsheridan.com</p> <p>Correspondent Name: Patterson & Sheridan, LLP.</p> <p>Address Line 1: 3040 Post Oak Blvd</p>											

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PATENT
REEL: 025832 FRAME: 0005

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ATTORNEY DOCKET NUMBER:	PIXA_0012
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NAME OF SUBMITTER:	John C. Carey
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Total Attachments: 2 source=PIXA_0012_ASG#page1.tif source=PIXA_0012_ASG#page2.tif
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ASSIGNMENT OF PATENT APPLICATION

WHEREAS, those named herein as "Assignors" is/are the inventor(s) of the invention described and set forth in the below-identified patent application for United States Letters Patent;

Title of Invention: SYSTEM AND METHOD FOR ART-DIRECTABLE
RETARGETING FOR STREAMING VIDEO

Inventor(s)/Assignors: Markus GROSS, Uster, Switzerland
Alexander HORNUNG, Zurich, Switzerland
Manuel LANG, Zurich, Switzerland
Philipp KRAEHENBUEHL, Felben-Wellhausen, Switzerland

Filing Date: September 1, 2009

Patent Application No.: 12/552,224; and

WHEREAS, The Walt Disney Studios (Schweiz) GmbH, a Swiss Corporation, with offices at Hoeschgasse 45, CH-8008 Zürich, Switzerland, and ETH Zurich (Eidgenoessische Technische Hochschule Zürich), a corporation of Switzerland, with offices at Raemistrasse 101, 8092 Zürich, Switzerland, hereinafter referred to as "ASSIGNEES," are desirous of acquiring 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;

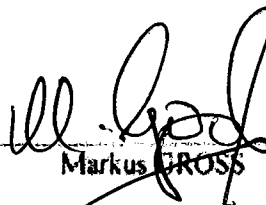
For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee(s) with full title guarantee all right, title and interest in and to each and every invention disclosed in the patent application, the patent 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(s) and Assignees' successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors 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.

Assignors further agree that they will, without charge to Assignors, but at Assignees' expense, (a) cooperate with Assignee(s) 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(s) 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(s), or Assignees' 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, Assignors have signed their names on the dates indicated.

Dated: 04. Feb. 2011


Markus GROSS

Dated: 24.1.11


Alexander HORNUNG

Dated: 25.1.11


Manuel LANG

Dated: 26.1.11


Philipp KRAEHNRIEHL