

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<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>Arnaud Robert</td> <td>02/04/2011</td> </tr> <tr> <td>Edward C. Drake</td> <td>02/04/2011</td> </tr> <tr> <td>William Bartley</td> <td>02/04/2011</td> </tr> </tbody> </table>		Name	Execution Date	Arnaud Robert	02/04/2011	Edward C. Drake	02/04/2011	William Bartley	02/04/2011		
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<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Disney Enterprises, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>500 South Buena Vista Street</td> </tr> <tr> <td>City:</td> <td>Burbank</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>91521</td> </tr> </table>		Name:	Disney Enterprises, Inc.	Street Address:	500 South Buena Vista Street	City:	Burbank	State/Country:	CALIFORNIA	Postal Code:	91521
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (949)282-1002  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 949-282-1000</p> <p>Email: msweda@farjami.com</p> <p>Correspondent Name: Farshad Farjami</p> <p>Address Line 1: 26522 La Alameda Ave., Suite 360</p> <p>Address Line 4: Mission Viejo, CALIFORNIA 92691</p>											
ATTORNEY DOCKET NUMBER:	0260282										
NAME OF SUBMITTER:	Farshad Farjami										
<p>Total Attachments: 2</p> <p>source=0260282 Assignment for 12931702#page1.tif</p> <p>source=0260282 Assignment for 12931702#page2.tif</p>											

OP \$40.00 12931702

**PATENT**

501448883

REEL: 025861 FRAME: 0539

**ASSIGNMENT**

WHEREAS, I/WE:

INVENTOR NAME	INVENTOR RESIDENCE ADDRESS
Arnaud Robert	1052 E. Harvard Rd., Burbank, CA 91501
Edward C. Drake	26621 Brooks Circle, Stevenson Ranch, CA 91381
William Bartley	701 Courtland St., Venice, CA 90291

have invented certain new and useful improvements disclosed in an application for United States Letters Patent titled "SYSTEM AND METHOD ENABLING VISUAL FILTERING OF CONTENT" and identified by Docket No. 0260282 in the offices of FARJAMI & FARJAMI LLP, and

Filed in the USPTO on February 7, 2011, Serial No. 12/931,702.

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 hereby authorizes the attorneys of record in said application to insert in this assignment the filing date and serial number of said application when officially known.

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.

IN TESTIMONY WHEREOF, I hereunto set my hand this 4 day of FEB, 2011.

  
\_\_\_\_\_  
ARNAUD ROBERT

IN TESTIMONY WHEREOF, I hereunto set my hand this 4 day of FEB, 2011.

  
\_\_\_\_\_  
EDWARD C. DRAKE

IN TESTIMONY WHEREOF, I hereunto set my hand this 4 day of FEB, 2011.

  
\_\_\_\_\_  
WILLIAM BARTLEY