

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Darcy Antonellis	08/24/2011
Lewis S. Ostrover	08/09/2011
Bradley Thomas Collar	08/09/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	WARNER BROS. ENTERTAINMENT INC.
<b>Street Address:</b>	4000 Warner Blvd., Bldg. 156, Room 5158
<b>City:</b>	Burbank
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	91522-4253
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13205720
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(212)684-3999
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	2126843900
<b>Email:</b>	zchemina@grr.com
<b>Correspondent Name:</b>	GOTTLIEB RACKMAN & REISMAN PC
<b>Address Line 1:</b>	270 MADISON AVENUE
<b>Address Line 2:</b>	8TH FLOOR
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10016-0601
<b>ATTORNEY DOCKET NUMBER:</b>	3054/089
<b>NAME OF SUBMITTER:</b>	Zoya V. Chemina
<p>Total Attachments: 9</p> <p>source=Assign3054089#page1.tif</p>	

OP \$40.00 13205720

**501639347**

**PATENT**  
**REEL: 026813 FRAME: 0494**

source=Assign3054089#page2.tif  
source=Assign3054089#page3.tif  
source=Assign3054089#page4.tif  
source=Assign3054089#page5.tif  
source=Assign3054089#page6.tif  
source=Assign3054089#page7.tif  
source=Assign3054089#page8.tif  
source=Assign3054089#page9.tif

### ASSIGNMENT OF FILED PATENT APPLICATION

WHEREAS, I, Darcy ANTONELLIS, residing at Granada Hill, California, US, have made certain new and useful inventions in "Method and Apparatus for Generating Encoded Content Using Dynamically Optimized Conversion for 3D Movies", and have disclosed the same in an application for Letters Patent of the United States therefor, said application having been executed by me as of the date set forth below; and

WHEREAS, I, Lewis S. Ostrover, residing at Los Angeles, California, US, have made certain new and useful inventions in "Method and Apparatus for Generating Encoded Content Using Dynamically Optimized Conversion for 3D Movies", and have disclosed the same in an application for Letters Patent of the United States therefor, said application having been executed by me as of the date set forth below; and

WHEREAS, I, Bradley Thomas Collar, residing at Valencia, California, US, have made certain new and useful inventions in "Method and Apparatus for Generating Encoded Content Using Dynamically Optimized Conversion for 3D Movies", and have disclosed the same in an application for Letters Patent of the United States therefor, said application having been executed by me as of the date set forth below; and

WHEREAS, **WARNER BROS. ENTERTAINMENT INC.**, a corporation organized and existing under the laws of the State of Delaware, having a place of business at 4000 Warner Blvd., Bldg. 156, Room 5158, Burbank, CA 91522-4253 (hereafter called the "Assignee") is desirous of acquiring the entire interest in all inventions disclosed in said application entitled:

### **METHOD AND APPARATUS FOR GENERATING ENCODED CONTENT USING DYNAMICALLY OPTIMIZED CONVERSION FOR 3D MOVIES**

This patent application was filed in the United States Patent and Trademark Office on August 9, 2011, and received Serial No. 13/205,720. Hereafter, this patent application is called the "application".

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable considerations to me paid by said Assignee, the receipt and sufficiency whereof is hereby acknowledged, I do hereby sell, assign, and transfer unto said Assignee, its successors and assigns, the entire right, title and interest throughout the world in and to all said inventions disclosed in said application; and in and to said application, including all priority rights for other countries arising from said application; and in and to all substitutions, provisionals, divisions, and continuations thereof; and in and to all Letters Patent, United States and foreign, that may be granted for said inventions; and in and to all extensions, renewals, and reissues thereof.

And I do hereby authorize and request the Commissioner of Patents of the United States and the duly constituted authorities of foreign countries to issue any Letters Patent which may be granted on said inventions, on any applications related

thereto, and on any substitute, continuing, divisional, or reissue applications, or any of them, to said Assignee, its successors and assigns, as assignee of the entire right, title and interest therein and thereto.

And for the consideration aforesaid, I do hereby, for me and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that I have full and unencumbered title to the inventions and application above described and hereby assigned, which title I warrant unto said Assignee, its successors and assigns; that I have granted to others no license to make, use, or sell said inventions; and that I will not execute any instrument in conflict herewith.

And for the consideration aforesaid, I do hereby, for me and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that upon request I will execute substitute, continuing, divisional, or reissue applications, amended specifications, or rightful oaths; communicate to said Assignee, its successors and assigns, any facts known to me relating to said inventions or the history thereof; execute preliminary statements; testify in any interference or other legal proceedings involving said inventions; execute and deliver any application papers, assignments, or other instruments, and do all other acts which, in the opinion of counsel for said Assignee, may be necessary or convenient to secure the grant of Letters Patent to said Assignee, its successors and assigns, or its nominees, in the United States and in all other countries where said Assignee may desire to have the said inventions, or any of them, patented, with specifications and claims in such form as shall be approved by counsel for said Assignee, and to vest and confirm and complete legal and equitable title to all such inventions, applications, and Letters Patent, and to enable it to record said title, without further consideration than now paid but at the expense of said Assignee, its successors or assigns.

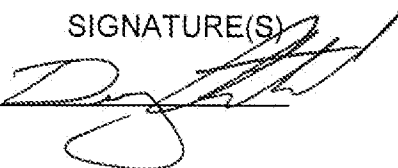
TYPED OR PRINTED NAME(S)

DATE

SIGNATURE(S)

Darcy ANTONELLIS  
First Name Middle Initial Last Name

8/24/11



Lewis S. Ostrover  
First Name Middle Initial Last Name

Bradley T. Collar  
First Name Middle Initial Last Name

ACKNOWLEDGMENT BY INDIVIDUAL (1189 Civil C.)

UNITED STATES OF AMERICA

STATE OF CALIFORNIA )

) ss:

COUNTY OF LOS ANGELES )

On AUGUST 24, 2011 before me, SARA KERSHAW  
personally appeared Darcy Antonellis, personally known to me (or proved to me on  
the basis of satisfactory evidence) to be the person whose name is subscribed to the  
within instrument and acknowledged to me that he/she executed the same in his/her  
authorized capacity, and that by his/her signature on the instrument the person, or the  
entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Sara Kershaw  
\_\_\_\_\_  
Signature of Notary Public

Title or Rank:

Serial Number, if any:

ACKNOWLEDGMENT BY INDIVIDUAL (1189 Civil C.)

UNITED STATES OF AMERICA

STATE OF CALIFORNIA )

) ss:

COUNTY OF LOS ANGELES )

On \_\_\_\_\_ before me, \_\_\_\_\_  
personally appeared Lewis S. Ostrover, personally known to me (or proved to me on  
the basis of satisfactory evidence) to be the person whose name is subscribed to the  
within instrument and acknowledged to me that he/she executed the same in his/her  
authorized capacity, and that by his/her signature on the instrument the person, or the  
entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

(Seal)

\_\_\_\_\_  
Signature of Notary Public

Title or Rank:

Serial Number, if any:

### **ASSIGNMENT OF FILED PATENT APPLICATION**

WHEREAS, I, Darcy ANTONELLIS, residing at Granada Hill, California, US, have made certain new and useful inventions in "Method and Apparatus for Generating Encoded Content Using Dynamically Optimized Conversion for 3D Movies", and have disclosed the same in an application for Letters Patent of the United States therefor, said application having been executed by me as of the date set forth below; and

WHEREAS, I, Lewis S. Ostrover, residing at Los Angeles, California, US, have made certain new and useful inventions in "Method and Apparatus for Generating Encoded Content Using Dynamically Optimized Conversion for 3D Movies", and have disclosed the same in an application for Letters Patent of the United States therefor, said application having been executed by me as of the date set forth below; and

WHEREAS, I, Bradley Thomas Collar, residing at Valencia, California, US, have made certain new and useful inventions in "Method and Apparatus for Generating Encoded Content Using Dynamically Optimized Conversion for 3D Movies", and have disclosed the same in an application for Letters Patent of the United States therefor, said application having been executed by me as of the date set forth below; and

WHEREAS, **WARNER BROS. ENTERTAINMENT INC.**, a corporation organized and existing under the laws of the State of Delaware, having a place of business at 4000 Warner Blvd., Bldg. 156, Room 5158, Burbank, CA 91522-4253 (hereafter called the "Assignee") is desirous of acquiring the entire interest in all inventions disclosed in said application entitled:

### **METHOD AND APPARATUS FOR GENERATING ENCODED CONTENT USING DYNAMICALLY OPTIMIZED CONVERSION FOR 3D MOVIES**

This patent application was filed in the United States Patent and Trademark Office on August 9, 2011, and received Serial No. 13/205,720. Hereafter, this patent application is called the "application".

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable considerations to me paid by said Assignee, the receipt and sufficiency whereof is hereby acknowledged, I do hereby sell, assign, and transfer unto said Assignee, its successors and assigns, the entire right, title and interest throughout the world in and to all said inventions disclosed in said application; and in and to said application, including all priority rights for other countries arising from said application; and in and to all substitutions, provisionals, divisions, and continuations thereof; and in and to all Letters Patent, United States and foreign, that may be granted for said inventions; and in and to all extensions, renewals, and reissues thereof.

And I do hereby authorize and request the Commissioner of Patents of the United States and the duly constituted authorities of foreign countries to issue any Letters Patent which may be granted on said inventions, on any applications related

thereto, and on any substitute, continuing, divisional, or reissue applications, or any of them, to said Assignee, its successors and assigns, as assignee of the entire right, title and interest therein and thereto.

And for the consideration aforesaid, I do hereby, for me and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that I have full and unencumbered title to the inventions and application above described and hereby assigned, which title I warrant unto said Assignee, its successors and assigns; that I have granted to others no license to make, use, or sell said inventions; and that I will not execute any instrument in conflict herewith.

And for the consideration aforesaid, I do hereby, for me and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that upon request I will execute substitute, continuing, divisional, or reissue applications, amended specifications, or rightful oaths; communicate to said Assignee, its successors and assigns, any facts known to me relating to said inventions or the history thereof; execute preliminary statements; testify in any interference or other legal proceedings involving said inventions; execute and deliver any application papers, assignments, or other instruments, and do all other acts which, in the opinion of counsel for said Assignee, may be necessary or convenient to secure the grant of Letters Patent to said Assignee, its successors and assigns, or its nominees, in the United States and in all other countries where said Assignee may desire to have the said inventions, or any of them, patented, with specifications and claims in such form as shall be approved by counsel for said Assignee, and to vest and confirm and complete legal and equitable title to all such inventions, applications, and Letters Patent, and to enable it to record said title, without further consideration than now paid but at the expense of said Assignee, its successors or assigns.

TYPED OR PRINTED NAME(S)

DATE

SIGNATURE(S)

Darcy ANTONELLIS

First Name Middle Initial Last Name

Lewis S. Ostrover

First Name Middle Initial Last Name

2/9/11



Bradley T. Collar

First Name Middle Initial Last Name

# CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

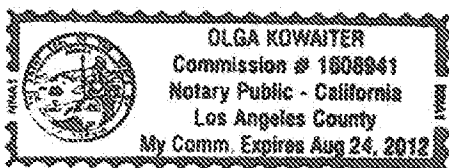
State of California

County of Los Angeles

On August 9, 2011 before me, Olga Kowalter, Notary Public

personally appeared Lewis S. Ostrover

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: [Signature]

Place Notary Seal Above

## OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

### Description of Attached Document

Title or Type of Document: Assignment of Filed Patent Application

Document Date: August 9, 2011 Number of Pages: 2

Signer(s) Other Than Named Above: n/a

### Capacity(ies) Claimed by Signer(s)

Signer's Name: Lewis S. Ostrover

☒ Corporate Officer — Title(s): SVP

- ☐ Individual
- ☐ Partner — ☐ Limited ☐ General
- ☐ Attorney in Fact
- ☐ Trustee
- ☐ Guardian or Conservator
- ☐ Other: \_\_\_\_\_

Signer Is Representing: Warner Home Video

RIGHT THUMBPRINT  
OF SIGNER  
Top of thumb here

Signer's Name: \_\_\_\_\_

☐ Corporate Officer — Title(s): \_\_\_\_\_

- ☐ Individual
- ☐ Partner — ☐ Limited ☐ General
- ☐ Attorney in Fact
- ☐ Trustee
- ☐ Guardian or Conservator
- ☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

RIGHT THUMBPRINT  
OF SIGNER  
Top of thumb here



### **ASSIGNMENT OF FILED PATENT APPLICATION**

WHEREAS, I, Darcy ANTONELLIS, residing at Granada Hill, California, US, have made certain new and useful inventions in "Method and Apparatus for Generating Encoded Content Using Dynamically Optimized Conversion for 3D Movies", and have disclosed the same in an application for Letters Patent of the United States therefor, said application having been executed by me as of the date set forth below; and

WHEREAS, I, Lewis S. Ostrover, residing at Los Angeles, California, US, have made certain new and useful inventions in "Method and Apparatus for Generating Encoded Content Using Dynamically Optimized Conversion for 3D Movies", and have disclosed the same in an application for Letters Patent of the United States therefor, said application having been executed by me as of the date set forth below; and

WHEREAS, I, Bradley Thomas Collar, residing at Valencia, California, US, have made certain new and useful inventions in "Method and Apparatus for Generating Encoded Content Using Dynamically Optimized Conversion for 3D Movies", and have disclosed the same in an application for Letters Patent of the United States therefor, said application having been executed by me as of the date set forth below; and

WHEREAS, **WARNER BROS. ENTERTAINMENT INC.**, a corporation organized and existing under the laws of the State of Delaware, having a place of business at 4000 Warner Blvd., Bldg. 156, Room 5158, Burbank, CA 91522-4253 (hereafter called the "Assignee") is desirous of acquiring the entire interest in all inventions disclosed in said application entitled:

### **METHOD AND APPARATUS FOR GENERATING ENCODED CONTENT USING DYNAMICALLY OPTIMIZED CONVERSION FOR 3D MOVIES**

This patent application was filed in the United States Patent and Trademark Office on August 9, 2011, and received Serial No. 13/205,720. Hereafter, this patent application is called the "application".

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable considerations to me paid by said Assignee, the receipt and sufficiency whereof is hereby acknowledged, I do hereby sell, assign, and transfer unto said Assignee, its successors and assigns, the entire right, title and interest throughout the world in and to all said inventions disclosed in said application; and in and to said application, including all priority rights for other countries arising from said application; and in and to all substitutions, provisionals, divisions, and continuations thereof; and in and to all Letters Patent, United States and foreign, that may be granted for said inventions; and in and to all extensions, renewals, and reissues thereof.

And I do hereby authorize and request the Commissioner of Patents of the United States and the duly constituted authorities of foreign countries to issue any Letters Patent which may be granted on said inventions, on any applications related

thereto, and on any substitute, continuing, divisional, or reissue applications, or any of them, to said Assignee, its successors and assigns, as assignee of the entire right, title and interest therein and thereto.

And for the consideration aforesaid, I do hereby, for me and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that I have full and unencumbered title to the inventions and application above described and hereby assigned, which title I warrant unto said Assignee, its successors and assigns; that I have granted to others no license to make, use, or sell said inventions; and that I will not execute any instrument in conflict herewith.

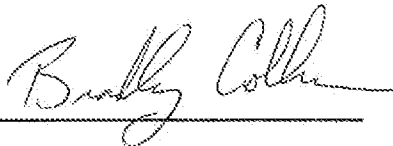
And for the consideration aforesaid, I do hereby, for me and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that upon request I will execute substitute, continuing, divisional, or reissue applications, amended specifications, or rightful oaths; communicate to said Assignee, its successors and assigns, any facts known to me relating to said inventions or the history thereof; execute preliminary statements; testify in any interference or other legal proceedings involving said inventions; execute and deliver any application papers, assignments, or other instruments, and do all other acts which, in the opinion of counsel for said Assignee, may be necessary or convenient to secure the grant of Letters Patent to said Assignee, its successors and assigns, or its nominees, in the United States and in all other countries where said Assignee may desire to have the said inventions, or any of them, patented, with specifications and claims in such form as shall be approved by counsel for said Assignee, and to vest and confirm and complete legal and equitable title to all such inventions, applications, and Letters Patent, and to enable it to record said title, without further consideration than now paid but at the expense of said Assignee, its successors or assigns.

TYPED OR PRINTED NAME(S)	DATE	SIGNATURE(S)
--------------------------	------	--------------

<u>Darcy</u>	<u>ANTONELLIS</u>	
First Name	Middle Initial	Last Name

<u>Lewis</u>	<u>S.</u>	<u>Ostrover</u>	
First Name	Middle Initial	Last Name	

<u>Bradley</u>	<u>T.</u>	<u>Collar</u>	
First Name	Middle Initial	Last Name	

8/9/2011 

ACKNOWLEDGMENT BY INDIVIDUAL (1189 Civil C.)

UNITED STATES OF AMERICA

STATE OF CALIFORNIA

)

) ss:

COUNTY OF LOS ANGELES

)

On AUGUST 9, 2011 before me, SARA KERSHAW  
personally appeared Bradley T. Collar, personally known to me (or proved to me on the  
basis of satisfactory evidence) to be the person whose name is subscribed to the within  
instrument and acknowledged to me that he/she executed the same in his/her  
authorized capacity, and that by his/her signature on the instrument the person, or the  
entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

(Seal)



Sara Kershaw  
Signature of Notary Public

Title or Rank:

Serial Number, if any: