

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Michael J. Strein</td> <td>03/12/2009</td> </tr> <tr> <td>Kenneth J. Michel</td> <td>03/12/2009</td> </tr> <tr> <td>Steven Machanic</td> <td>03/12/2009</td> </tr> </tbody> </table>		Name	Execution Date	Michael J. Strein	03/12/2009	Kenneth J. Michel	03/12/2009	Steven Machanic	03/12/2009
Name	Execution Date								
Michael J. Strein	03/12/2009								
Kenneth J. Michel	03/12/2009								
Steven Machanic	03/12/2009								
RECEIVING PARTY DATA									
Name:	Disney Enterprises Inc. a Delaware Corporation								
Street Address:	500 South Buena Vista Street								
City:	Burbank								
State/Country:	CALIFORNIA								
Postal Code:	91521								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13354669</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13354669				
Property Type	Number								
Application Number:	13354669								
CORRESPONDENCE DATA									
Fax Number:	(770)804-0900								
Phone:	770-709-0080								
Email:	mtempel@srtslaw.com								
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>									
Correspondent Name:	DISNEY ENTERPRISES, INC C/O SMITH RISLEY								
Address Line 1:	TWO RAVINIA DRIVE, SUITE 700								
Address Line 4:	ATLANTA, GEORGIA 30346								
ATTORNEY DOCKET NUMBER:	23011.0024U3								
NAME OF SUBMITTER:	Michael J. Tempel								
<p>Total Attachments: 5</p> <p>source=23011.0024U2AssignmentExecuted#page1.tif</p> <p>source=23011.0024U2AssignmentExecuted#page2.tif</p> <p>source=23011.0024U2AssignmentExecuted#page3.tif</p> <p>source=23011.0024U2AssignmentExecuted#page4.tif</p> <p>source=23011.0024U2AssignmentExecuted#page5.tif</p>									

OP \$40.00 13354669

**ASSIGNMENT
OF UTILITY PATENT APPLICATION**

WHEREAS, the following parties:

<u>Name</u>	<u>Address</u>
Michael J. Strein	44 Riverview Court, Oakdale, New York, 11769
Kenneth J. Michel	89 South Bay Avenue, Brightwaters, New York, 11718
Steven Machanic	65 Delong Avenue, Dumont, New Jersey, 07628

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:

**SYSTEM AND METHOD FOR DYNAMICALLY TRANSMITTING NETWORK
ALERT SYSTEM (NAS) INFORMATION FROM TELEVISION NETWORK TO
STATIONS USING INFORMATION EMBEDDED IN AN HDTV SIGNAL,**

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 **Network Alert System (NAS) Information And Affiliate Communication Services (ACS) Transmissions From ABC TV Network To ABC Stations Using Information Embedded In The HDTV Signal**, filed with the USPTO on **June 20, 2008**, and assigned **Serial No. 61/074,255**.

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.



MICHAEL J. STREIN

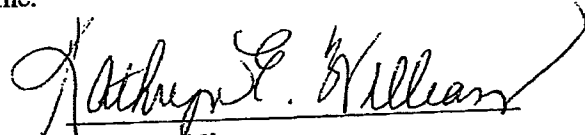
Date: March 12, 2009

United States of America

State of NEW YORK

County of NEW YORK


On this 12th day of March, 2009, before me personally came Michael J. Strein to me known to be the individual described above and who executed the foregoing instrument, or acknowledged execution of the same.



Notary Public

My Commission Expires (Date)

KATHRYN E. WILLIAMS
Notary Public, State of New York
No. 01W15026055
Qualified in Bronx County
Commission Expires April 11, 2010



KENNETH J. MICHEL

Date: 3/12/09

United States of America

State of NEW YORK

County of NEW YORK

On this 12th day of March, 2009, before me personally came
Kenneth J. Michel to me known to be the individual described above and who executed the
foregoing instrument, or acknowledged execution of the same.



Notary Public

My Commission Expires (Date)

KATHRYN E. WILLIAMS
Notary Public, State of New York
No. 01W15026055
Qualified in Bronx County
Commission Expires April 11, 2010


STEVEN MACHANIC

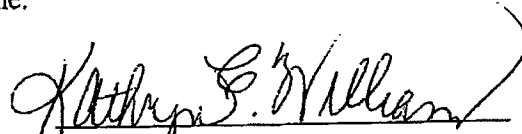
Date: 3/12/09

United States of America

State of NEW YORK

County of NEW YORK

On this 12th day of March, 2009, before me personally came Steven Machanic to me known to be the individual described above and who executed the foregoing instrument, or acknowledged execution of the same.


Notary Public

My Commission Expires (Date)

KATHRYN E. WILLIAMS
Notary Public, State of New York
No. 01W15026055
Qualified in Bronx County
Commission Expires April 11, 2010