

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>David Canora</td> <td>08/12/2008</td> </tr> <tr> <td>David Worrall</td> <td>08/12/2008</td> </tr> <tr> <td>Andy Schwalb</td> <td>08/12/2008</td> </tr> <tr> <td>John Padgett</td> <td>08/18/2008</td> </tr> <tr> <td>Eric Jacobson</td> <td>09/03/2008</td> </tr> <tr> <td>Jim MacPhee</td> <td>08/15/2008</td> </tr> <tr> <td>Kevin Rice</td> <td>09/03/2008</td> </tr> <tr> <td>Dan Soto</td> <td>08/11/2008</td> </tr> </tbody> </table>		Name	Execution Date	David Canora	08/12/2008	David Worrall	08/12/2008	Andy Schwalb	08/12/2008	John Padgett	08/18/2008	Eric Jacobson	09/03/2008	Jim MacPhee	08/15/2008	Kevin Rice	09/03/2008	Dan Soto	08/11/2008
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RECEIVING PARTY DATA																			
<table border="1"> <tr> <td>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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CORRESPONDENCE DATA																			
<p>Fax Number: (949)282-1002</p> <p>Email: docketing@farjami.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></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:	0260171C																		

OP \$40.00 13402669

NAME OF SUBMITTER:

Farshad Farjami

Total Attachments: 8

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ASSIGNMENT

WHEREAS, I/WE:

INVENTOR NAME	INVENTOR RESIDENCE ADDRESS
David Canora	1150 English Garden Ln.; Winter Garden, FL 34787
David Worrall	
Andy Schwalb	
John Padgett	
Eric Jacobson	1312 E. MOUNTAIN ST. GLENDALE CA 91207
Jim MacPhee	
Kevin Rice	1148 E. Mariposa Street; Altadena, CA 91001
Dan Soto	1839 Blackwater Ct.; Winter Garden, FL 34787

have invented certain new and useful improvements disclosed in an application for United States Letters Patent titled METHOD AND SYSTEM FOR PERFORMING AFFINITY TRANSACTIONS, filed herewith;

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 and requests 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;

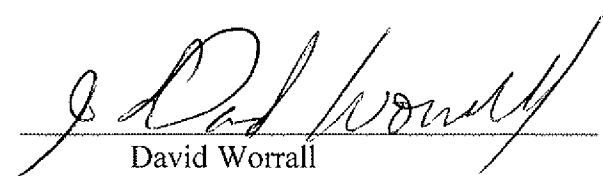
AND I/WE HEREBY further covenant and agree that I/WE will communicate to Assignee any facts known to me/us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuations-in-part, re-examination, extension, substitute and 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.

I hereunto set my hand this 12 day of Aug, 2008.



David Canora

I hereunto set my hand this 12 day of August, 2008.



David Worrall

I hereunto set my hand this 12 day of Aug, 2008



Andy Schwalb

I hereunto set my hand this _____ day of _____, 20__.

John Padgett

I hereunto set my hand this _____ day of _____, 20__.

Eric Jacobson

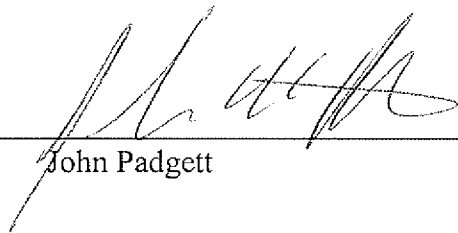
I hereunto set my hand this _____ day of _____, 20__.

Jim MacPhee

I hereunto set my hand this _____ day of _____, 20__.

Andy Schwalb

I hereunto set my hand this 18 day of August, 2008.



John Padgett

I hereunto set my hand this _____ day of _____, 20__.

Eric Jacobson

I hereunto set my hand this _____ day of _____, 20__.

Jim MacPhee

Attorney Docket No.: 0260171

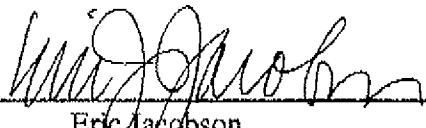
I hereunto set my hand this _____ day of _____, 20__.

Andy Schwalb

I hereunto set my hand this _____ day of _____, 20__.

John Padgett

I hereunto set my hand this 3rd day of September, 2008



Eric Jacobson

I hereunto set my hand this _____ day of _____, 20__.

Jim MacPhee

I hereunto set my hand this _____ day of _____, 20__.

Andy Schwalb


I hereunto set my hand this _____ day of _____, 20__.

John Padgett


I hereunto set my hand this _____ day of _____, 20__.

Eric Jacobson

I hereunto set my hand this 15 day of August, 20 08.


Jim MacPhee

I hereunto set my hand this 3 day of Sept, 2008



Kevin Rice

I hereunto set my hand this _____ day of _____, 20____.

Dan Soto

I hereunto set my hand this _____ day of _____, 20__.

Kevin Rice

I hereunto set my hand this 11 day of August, 2008.



Dan Soto