502252083 03/04/2013

PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

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

RECEIVING PARTY DATA

Name:	Disney Enterprises, Inc.
Street Address:	500 South Buena Vista Street
City:	Burbank
State/Country:	CALIFORNIA
Postal Code:	91521

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13783067

CORRESPONDENCE DATA

Fax Number: 9492821002

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: docketing@farjami.com

Correspondent Name: Farshad Farjami

Address Line 1: 26

Address Line 4: Mission Viejo, CALIFORNIA 92691

ATTORNEY DOCKET NUMBER: 0260171C2

PATENT REEL: 029916 FRAME: 0615 \$40.00 137

502252083

NAME OF SUBMITTER:	Farshad Farjami
Total Attachments: 24	
source=0260171C2 Assignment for 13 783,	067#page1.tif
source=0260171C2 Assignment for 13 783,	067#page2.tif
source=0260171C2 Assignment for 13 783,	067#page3.tif
source=0260171C2 Assignment for 13 783,	067#page4.tif
source=0260171C2 Assignment for 13 783,	067#page5.tif
source=0260171C2 Assignment for 13 783,	067#page6.tif
source=0260171C2 Assignment for 13 783,	067#page7.tif
source=0260171C2 Assignment for 13 783,	067#page8.tif
source=0260171C2 Assignment for 13 783,	' •
source=0260171C2 Assignment for 13 783,	067#page10.tif
source=0260171C2 Assignment for 13 783,	, •
source=0260171C2 Assignment for 13 783,	· •
source=0260171C2 Assignment for 13 783,	· •
source=0260171C2 Assignment for 13 783,	· •
source=0260171C2 Assignment for 13 783,	, •
source=0260171C2 Assignment for 13 783,	' *
source=0260171C2 Assignment for 13 783,	· •
source=0260171C2 Assignment for 13 783,	· •
source=0260171C2 Assignment for 13 783,	· •
source=0260171C2 Assignment for 13 783,	, •
source=0260171C2 Assignment for 13 783,	· -
source=0260171C2 Assignment for 13 783,	, •
source=0260171C2 Assignment for 13 783,	. •
source=0260171C2 Assignment for 13 783,	067#page24.tif

PATENT REEL: 029916 FRAME: 0616

ASSIGNMENT

WHEREAS, I/WE:

INVENTOR NAME	INVENTOR RESIDENCE ADDRESS
David Canora	1150 English Garden Ln.; Winter Garden, FL 34787
David Worrall	, 500, 71, 54, 70, 7
Andy Schwalb	
John Padgett	
Eric Jacobson	
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 <u>METHOD AND SYSTEM FOR PERFORMING AFFINITY TRANSACTIONS</u>, filed herewith;

AND WHEREAS <u>DISNEY ENTERPRISES</u>, <u>INC.</u>, a <u>Delaware</u> 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.

Page 1

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, reexamination, 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 4, 2008.

David Canora

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

David Worrall

I hereunto set my hand this / Z	_day of Aug	_, 20 <u>0</u> 8
	L	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

Page 3

I hereunto set my hand this	day of	, 20	
		Kevin Rice	
I hereunto set my hand this	day of	, 20	
		Dan Soto	

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	10350 Log House Road; Clermont, FL 34711
Eric Jacobson	
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 <u>METHOD AND SYSTEM FOR PERFORMING AFFINITY TRANSACTIONS</u>, filed herewith;

AND WHEREAS <u>DISNEY ENTERPRISES</u>, <u>INC.</u>, a <u>Delaware</u> 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.

Page 1

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, reexamination, 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	day of	, 20	
		David Canora	
		David Odilota	
I hereunto set my hand this	day of	, 20	
		David Worrall	

Page 2

I hereunto set my hand this	day of	, 20
		Andy Schwalb
I hereunto set my hand this <u>JS</u>	day of	
		Mith
		John Padgett
I hereunto set my hand this	day of	, 20
		Eric Jacobson
		EUC JACOOSOII
I hereunto set my hand this	day of	, 20
		Jim MacPhee
	Page 3	08-DIS-073-PR-US-UTL

PATENT REEL: 029916 FRAME: 0623

I hereunto set my hand this	day of	, 20	
		Kevin Rice	The state of the s
I hereunto set my hand this	day of	, 20	
		Dan Soto	

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 B. 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 <u>METHOD AND SYSTEM FOR PERFORMING AFFINITY TRANSACTIONS</u>, filed herewith;

AND WHERBAS <u>DISNEY ENTERPRISES</u>, <u>INC.</u>, a <u>Delaware</u> 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.

Page 1

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.

Bach 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	day of	, 20	
		David Canora	
I hereunto set my hand this	day of	, 20	
		David Worrall	

Page 2

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 <u>3rd</u>	day of Septentr	<u>4, 2008</u>
		MA AMA MA Eric Jacqueson
I hereunto set my hand this	_day of	, 20
		Jim MacPhee

Page 3

TOTAL P.05

I hereunto set my hand this	day of	, 20	
		Kevin Rice	
I hereunto set my hand this	day of	, 20	
		Dan Soto	t Vicin has it is differed all the first in parties in the First Inspect, April , they appeared a part to comm

Page 4

<u>ASSIGNMENT</u>

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		
Jim MacPhee	11162 Crescent Bay Blvd., Clermont, FL 34711	
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 <u>METHOD AND SYSTEM FOR PERFORMING AFFINITY</u> TRANSACTIONS, filed herewith;

AND WHEREAS <u>DISNEY ENTERPRISES</u>, INC., a <u>Delaware</u> 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, reexamination, 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	day of	, 20	
		David Canora	11
I hereunto set my hand this	day of	, 20	
		D-11 W15	
		David Worrall	

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	
		Eric Jacobson
I hereunto set my hand this 15	day of	August, 20 <u>08</u> .
		\
		Jim MacPhee

Page 3

I hereunto set my hand this	day of	, 20	
		Kevin Rice	
I hereunto set my hand this	day of	, 20	
		Dan Soto	

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	
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 <u>METHOD AND SYSTEM FOR PERFORMING AFFINITY</u> TRANSACTIONS, filed herewith;

AND WHEREAS <u>DISNEY ENTERPRISES</u>, INC., a <u>Delaware</u> 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, reexamination, 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	day of		
		David Canora	
I hereunto set my hand this	day of	, 20	
		David Worrall	

I hereunto set my hand this	_day of	, 20
		Andy Schwalb
I have not not bound this	day of	20
I hereunto set my hand this	uay or	, 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

PATENT REEL: 029916 FRAME: 0635

t hereunto set my hand this3 day of	. 2008
	Kevin Rice
I hereunto set my hand thisday of	. 20
	Dan Soto

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			
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 <u>METHOD AND SYSTEM FOR PERFORMING AFFINITY TRANSACTIONS</u>, filed herewith;

AND WHEREAS <u>DISNEY ENTERPRISES</u>, INC., a <u>Delaware</u> 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.

Page 1

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, reexamination, 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	day of	, 20	
		David Canora	
		David Canora	
I hereunto set my hand this	day of	, 20	
		David Worrall	

Page 2

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	day of	, 20
		Jim MacPhee

I hereunto set my hand this	day of	, 20	
		Kevin Rice	
I hereunto set my hand this	day of August	, 20 <u>0ÿ</u> .	
	NOTATION OF	Dan Soto	

Page 4