503188754 02/20/2015

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
THE WALT DISNEY COMPANY (SWITZERLAND) GMBH	02/20/2015

RECEIVING PARTY DATA

Name:	DISNEY ENTERPRISES, INC
Street Address:	500 SOUTH BUENA VISTA ST.
City:	BURBANK
State/Country:	CALIFORNIA
Postal Code:	91521

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	14626849

CORRESPONDENCE DATA

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NAME OF SUBMITTER:	FARSHAD FARJAMI
SIGNATURE:	/FF/
DATE SIGNED:	02/20/2015

Total Attachments: 1

source=0260419 Assignment for 14 626,849 to Disney#page1.tif

PATENT 503188754 REEL: 034998 FRAME: 0774

Attorney Docket No.: 0260419
14- DIS - 449

ASSIGNMENT

WHEREAS, <u>The Walt Disney Company (Switzerland) GmbH</u>, a Swiss Corporation, with offices at Hoeschgasse 45, CH-8008 Zürich, Switzerland (hereinafter "Assignor") is the owner of United States Patent Application Serial No. <u>19/626 849</u>, filed <u>07/9/2015</u>, title "<u>GUIDED AUTHORING OF INTERACTIVE CONTENT</u>" ("hereinafter "Patent Application"); and

WHEREAS <u>DISNEY ENTERPRISES</u>, INC., a <u>Delaware</u> corporation, with offices at 500 South Buena Vista Street, Burbank, California 91521, U.S.A. (hereinafter "Assignee") is desirous of acquiring Assignor's entire right, title and interest in, to and under said Patent Application.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor has 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 Patent Application and all provisionals, 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 in any foreign countries, and all patents (including all extensions, renewals, and reissues thereof) granted in any foreign countries; and Assignor hereby authorizes 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 to Assignee in accordance with the terms of this Assignment.

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.

In Witness Whereof, Assignor has executed this Assignment by its duly authorized representative.

The Wa	ılt Disney Çompany (Şwitzerland) GmbH
Ву:	ILCOL -
Name: _	Marcus Gress
Title: _	Director of Research
Date: _	2.5 Feb 2015

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PATENT REEL: 034998 FRAME: 0775

RECORDED: 02/20/2015