

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MEHUL PATEL	09/30/2015
RECEIVING PARTY DATA	
Name:	DISNEY ENTERPRISES, INC.
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City:	BURBANK
State/Country:	CALIFORNIA
Postal Code:	91521
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14872036
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NAME OF SUBMITTER:	DAVID E. HEISEY
SIGNATURE:	/David E. Heisey/
DATE SIGNED:	10/01/2015
Total Attachments: 2	
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A S S I G N M E N T

WHEREAS, MEHUL PATEL, of Stevenson Ranch, California ("Assignor"), has invented a new and useful **METHODS AND SYSTEMS FOR PERSONALIZED GAMIFICATION OF MEDIA CONTENT**, for which an application for United States Letters Patent was filed on September 30, 2015 under Serial No. 14/872,036; and

WHEREAS, Assignor believe itself to be the original, and first inventor of the invention disclosed and claimed in the application for Letters Patent; and

WHEREAS, Disney Enterprises, Inc., a Delaware Corporation, having a place of business at 500 South Buena Vista Street, Burbank, California 91521, ("Assignee"), desires to acquire by formal, recordable assignment the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world;

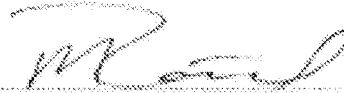
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world, including the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise, and all divisions, continuations and continuations-in-part thereof, including the subject matter of any and all claims which may be obtained in every such patent, and all foreign rights to said invention. Assignor further agrees to assign in the future any continuation-in-part applications and any improvements to said invention, and execute any necessary documents related to said application. Assignors further covenant that I have full right to do so, and agree that I will communicate to said corporation or its representatives all facts known to me respecting said invention, whenever requested, and testify in any legal proceedings, sign all lawful papers, make all rightful oaths and generally do everything possible to aid said corporation, its successors, assigns and nominees, to obtain and enforce proper patent protection for said invention in all countries.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, they and their legal representatives and assigns will perform all lawful acts, including the execution of papers and the giving of testimony, that might be necessary or desirable for obtaining, sustaining, reissuing or enforcing Letters Patent in the United States and throughout the world for the invention, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to the invention, the application, and any Letters Patent granted for the invention in the United States and throughout the world.

Assignor represents and warrants that it has not granted and will not grant to others any rights inconsistent with the rights granted by this Assignment.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Letters Patent granted for the invention, whether on the application or on any subsequently filed division, continuation, continuation-in-part or reissue application, to Assignee, its successors and assigns, as the assignee of the entire interest in the invention.

Assignor



MEHUL PATEL

Date: 9/30, 2015