

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	YUECHENG ZHANG	03/10/2014
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:	15362549
CORRESPONDENCE DATA		
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
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ATTORNEY DOCKET NUMBER:	40189/05302	
NAME OF SUBMITTER:	MICHAEL J. MARCIN	
SIGNATURE:	/Michael J. Marcin/	
DATE SIGNED:	12/02/2016	
Total Attachments: 3		
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Attorney Docket No. 40189/05301 (13-DIS-014-MEDIA-US-UTL)**ASSIGNMENT**

WHEREAS, I/Wc, **Yuecheng ZHANG**

(hereinafter also referred to as "ASSIGNOR"); have invented new and useful inventions and discoveries in "**METHOD AND SYSTEM FOR DATA COLLECTION USING LARGE-SCALE INTERACTIVE USER RESPONSE**", for which the Specification is being filed on the same day as this Assignment; and

WHEREAS **Disney Enterprises, Inc.** a corporation of Delaware having a place of business at **500 South Buena Vista Street, Burbank, CA 91521**, and who, together with its successors and assigns, is hereinafter called "Assignee," is desirous of acquiring the title, rights, benefits, and privileges hereinafter recited,

NOW, THEREFORE, in consideration of One U.S. Dollar (U.S. \$1.00) and other valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservations:

1. Assign, transfer, and convey to Assignee the entire right, title, and interest in and to said inventions and discoveries, said application, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation, and Convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications, and said Letters Patent.

2. Authorize Assignee to file patent applications in any or all countries for any or all of said inventions and discoveries in our name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise.

3. Authorize and request the Commissioner for Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title, and interest therein or otherwise as Assignee may direct.

4. Warrant that we have not knowingly conveyed to others any right in said inventions,

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discoveries, applications, or patents or any license to use the same or to make, use, or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance.

5. Bind our heirs, legal representatives, and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonably serving to assure that the said inventions and discoveries, the said patent applications, and the said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives, and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples, and other physical exhibits in our control or in the control of our heirs, legal representatives, or assigns which may be useful for establishing the facts of our conceptions, disclosures, and reduction to practice of said inventions and discoveries.

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IN TESTIMONY WHEREOF, I have hereunto set my hands and seals this 10 day of

March, 2014.


Yuecheng ZHANG