

<b>PATENT ASSIGNMENT COVER SHEET</b>
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JONATHAN ACKLEY	12/01/2016
CHRISTOPHER J. PURVIS	12/05/2016
SCOTT FRAZIER WATSON	12/02/2016
MARK A. REICHOW	06/14/2016
KYLE PRESTENBACK	12/05/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	DISNEY ENTERPRISES, INC.
<b>Street Address:</b>	500 S. BUENA VISTA STREET
<b>City:</b>	BURBANK
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	91521
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15204862
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(303)770-0152
<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>	
<b>Phone:</b>	720-562-5506
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<b>Correspondent Name:</b>	MARSH FISCHMANN & BREYFOGLE
<b>Address Line 1:</b>	8055 E. TUFTS AVE.
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<b>Address Line 4:</b>	DENVER, COLORADO 80237
<b>ATTORNEY DOCKET NUMBER:</b>	16-DIS-009-PR-US-UTL
<b>NAME OF SUBMITTER:</b>	ROBERT G. CROUCH
<b>SIGNATURE:</b>	/ROBERT G. CROUCH/
<b>DATE SIGNED:</b>	01/19/2017
<b>Total Attachments: 5</b>	

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**ASSIGNMENT  
& APPOINTMENT OF COMMON REPRESENTATIVE**

WHEREAS, we, **JONATHAN ACKLEY**, of Glendale, CA, **CHRISTOPHER J. PURVIS**, of Estacada, OR, **SCOTT FRAZIER WATSON**, of Marina Del Ray, CA, **MARK A. REICHOW**, of Glendale, CA, and **KYLE PRESTENBACK**, of Miami Springs, FL, have invented a certain new and useful invention entitled "**LOCATION-BASED EXPERIENCE WITH INTERACTIVE MERCHANDISE**" for which a patent application was filed with the United States Patent & Trademark Office, said application being identified as U.S. Patent Application No. 15/204,862, filed on July 7, 2016, and also identified as Docket No. **16-DIS-009-PR-US-UTL (50402-00481)**.

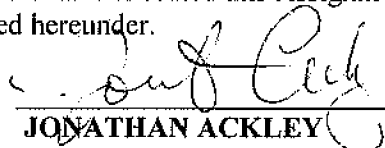
NOW THEREFORE, be it known that we together and each of us individually, for and in consideration of certain good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, at the request of the assignee do sell, assign and transfer unto said assignee, **DISNEY ENTERPRISES, INC.** a Delaware corporation having a place of business at **500 S. Buena Vista Street, Burbank, CA 91521-0165** its successors, legal representatives and assigns, the aforesaid Applications and all rights to claim priority directly or indirectly to the aforesaid Applications and all converted non-provisional utility, continuation, divisional, continuation-in-part and reissue applications, all patent applications that claim priority directly or indirectly to the aforesaid application, all patent applications in foreign countries, all applications pursuant to the Patent Cooperation Treaty and all applications for extension filed or to be filed for the invention(s), and all Letters Patent, Invention Registrations, Utility Models, Extensions or Reissues and other patent rights, obtained for the invention(s) in the United States or any other country; each of us also assigns any right, title or interest in and to the invention(s) that has not already been transferred to the assignee; each of us warrants that no assignment of the invention(s), application or patent therefor has been made to a party other than **DISNEY ENTERPRISES, INC.** each of us warrants that there is no obligation to make any assignment of the invention(s), application, or any patent therefor to any party other than **DISNEY ENTERPRISES, INC.** and each of us further agrees to cooperate with the assignee hereunder in the obtaining and sustaining of any and all such Letters Patent and in confirming assignee's exclusive ownership of the invention(s), but at the expense of said assignee.

The Commissioner for Patents is hereby authorized and requested to issue the Letters Patent solely in accordance with the terms of this Assignment to **DISNEY ENTERPRISES, INC.**, its successors, legal representatives and assigns, as the assignee of the entire right, title and interest therein.

Furthermore, I hereby irrevocably appoint **DISNEY ENTERPRISES, INC.**, its successors, legal representatives and assigns, as common representative for any and all international patent applications filed pursuant to the Patent Cooperation Treaty, and all national phase applications derived therefrom, concerning the invention(s) or claiming priority from the aforesaid application.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment & Appointment of Common Representative as of the date indicated hereunder.

Date: 12/1/2016

By:   
**JONATHAN ACKLEY**

Date: \_\_\_\_\_

By: \_\_\_\_\_  
**CHRISTOPHER J. PURVIS**

**ASSIGNMENT  
& APPOINTMENT OF COMMON REPRESENTATIVE**

WHEREAS, we, **JONATHAN ACKLEY**, of Glendale, CA, **CHRISTOPHER J. PURVIS**, of Estacada, OR, **SCOTT FRAZIER WATSON**, of Marina Del Ray, CA, **MARK A. REICHOW**, of Glendale, CA, and **KYLE PRESTENBACK**, of Miami Springs, FL, have invented a certain new and useful invention entitled “**LOCATION-BASED EXPERIENCE WITH INTERACTIVE MERCHANDISE**” for which a patent application was filed with the United States Patent & Trademark Office, said application being identified as U.S. Patent Application No. 15/204,862, filed on July 7, 2016, and also identified as Docket No. **16-DIS-009-PR-US-UTL (50402-00481)**.

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IN WITNESS WHEREOF, the parties hereto have executed this Assignment & Appointment of Common Representative as of the date indicated hereunder.

Date: _____	By: _____ <b>JONATHAN ACKLEY</b>
Date: <u>12/5/2016</u>	By: <u><i>Christopher Purvis</i></u> <b>CHRISTOPHER J. PURVIS</b>

Date: 12-2-16

By:   
SCOTT FRAZIER WATSON

Date: \_\_\_\_\_

By: \_\_\_\_\_  
MARK A. REICHOW

Date: \_\_\_\_\_

By: \_\_\_\_\_  
KYLE PRESTENBACK

**ASSIGNMENT  
& APPOINTMENT OF COMMON REPRESENTATIVE**

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Date: _____	By: _____ <b>JONATHAN ACKLEY</b>
Date: _____	By: _____ <b>CHRISTOPHER J. PURVIS</b>
Date: _____	By: _____ <b>SCOTT FRAZIER WATSON</b>
Date: <u>6.14.2016</u>	By: _____ <b>MARK A. REICHOW</b>
Date: _____	By: _____ <b>KYLE PRESTENBACK</b>

Date: \_\_\_\_\_

By: \_\_\_\_\_  
SCOTT FRAZIER WATSON

Date: \_\_\_\_\_

By: \_\_\_\_\_  
MARK A. REICHOW

Date: 12-5-2016

By: \_\_\_\_\_  
KYLE PRESTENBACK