PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT4289580

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
THOMAS DENSLOW	02/23/2017
HAINING YU	02/20/2017
DAVID T. PARKER	02/22/2017
JINGYANG XU	02/20/2017
LUDWIG KUZNIA	02/22/2017

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:	15441180

CORRESPONDENCE DATA

Fax Number: (408)715-1201

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.

Phone: 4087151211

Email: kcruz@artegislaw.com, algdocketing@artegislaw.com

Address Line 1: ARTEGIS LAW GROUP, LLP - DISNEY
710 LAKEWAY DRIVE, SUITE 185
Address Line 4: SUNNYVALE, CALIFORNIA 94085

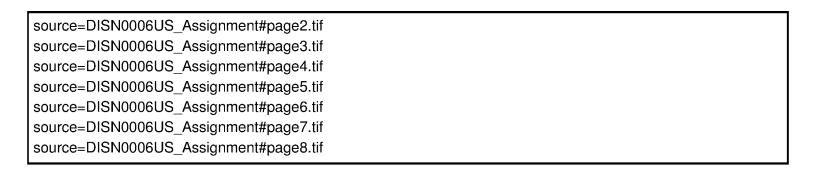
ATTORNEY DOCKET NUMBER:	DISN0006US
NAME OF SUBMITTER:	JOHN C. CAREY
SIGNATURE:	/John C. Carey/
DATE SIGNED:	02/23/2017

Total Attachments: 8

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PATENT REEL: 041364 FRAME: 0293

504242903



PATENT REEL: 041364 FRAME: 0294

WHEREAS:

Names and Addresses of Inventors:

1)	Thomas DENSLOW Winter Garden, FL	2)	Haining YU Windermere, FL
3)	David T. PARKER Orlando, FL	4)	Jingyang XU Orlando, FL
5)	Ludwig KUZNIA Lakeland, FL		

(hereinafter referred to as Assignor), has invented a certain invention entitled:

TECHNIQUES FOR ESTIMATING PERSON-LEVEL VIEWING BEHAVIOR

	enclosed	herewith	or for whic	n application	for Lette	rs Pateni	int	ine United	States	under
Appli	cation No	***************************************	, filed on _		, and					
at 50	0 South Bue	na Vista Str	reet. Burban	orporation of	1521 (here	einafter re	ferred	l to as Assig	gnee), is	3
Appli embo	cation), and odiments of t	the inventio he Inventior	n disclosed n, heretofore	therein (herei conceived, n and other for	nafter refe nade or dis	red to as covered b	Inveni y said	tion), and ir d Assignor,	n and to and in a	all
Pater	nts) thereon	granted in a	any and all c	ountries and g	grou ps of c	ountries.				

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Assignors to have been received in full from said Assignee:

- 1. Said Assignors hereby sell, assign, transfer and convey to Assignee the full and exclusive right, title and interest (a) in and to said Application and said Invention; (b) in and to all rights to apply for patents on said Invention in any and all countries pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all Applications filed and any and all Patents granted on said Invention in any and all countries and groups of countries, including each and every Application filed and each and every Patent granted on any application which is a conventional, division, substitution, or continuation of said Application; and (d) in and to each and every reissue or extension of any of said Patents.
- 2. Said Assignors hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest to said Invention herein conveyed in any and all countries and groups of countries. Such cooperation by said Assignors shall include prompt production of pertinent facts and documents, giving testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filling and prosecuting substitute, conventional, divisional, continuing or additional applications covering said Invention; (d) for filling and prosecuting applications for reissuance of any of said Patents; (e) for interference or other priority proceedings

involving said Invention; and (f) for legal proceedings involving said Invention and any application therefore and any Patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Assignors in providing such cooperation shall be paid for by said Assignee.

- 3. The term and covenants of this agreement shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Assignors, their respective heirs, legal representatives and assigns.
- Said Assignors hereby warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.
- 5. In the event that the filing date and/or Application No. of said Invention are not entered above at the time Assignors execute this document, and if such information is deemed necessary, Assignors hereby authorize and request the attorney/agent(s) of Artegis Law Group, LLP, to insert above the filing date and/or Application No. of said application.

This	declaration is directed to the attached application, or (if following box is checked):
[]	United States application or PCT international application number filed on

As a below named inventor, I hereby declare that:

6.

The above-identified application was made or authorized to be made by me;

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application; and

I acknowledge that any willful false statement made in this declaration is punishable under section 1001 of title 18 by fine or imprisonment of not more than 5 years, or both.

IN WITNESS WHEREOF, the said Assignors have executed and delivered this instrument to said Assignee on the dates indicated below.

1)	<u> </u>	Thomas DENSLOW
2)	(Date)	Haining YU
3)	, (Date)	David T. PARKER
4)	(Date)	Jingyang XU
5)	(Date)	Ludwig KUZNIA

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TECHNIQUES FOR ESTIMATING PERSON-LEVEL VIEWING BEHAVIOR

	h or for which application		Patent in	the United	States	under
at 500 South Buena Vista desirous of acquiring the e Application), and the inver embodiments of the Inven any and all patents, invent	prises, Inc., a corporation of Street, Burbank, California s entire right, title and interest ntion disclosed therein (here tion, heretofore conceived, for's certificates and other fo in any and all countries and	91521 (hereina in and to said inafter referrea made or disco arms of protect	after referre application d to as Inve evered by settion (herein	ed to as Assig n (hereinafter ention), and ir aid Assignor,	gnee), is referred and to and in a	to as all

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United States application or F	CT international application number
	led on

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3)	, (Date)	David T. PARKER
4)	(Date)	Jingyang XU
5)	, (Date)	Ludwig KUZNIA

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enclosed Application No	herewith c	or for which filed on	application	for , ar	Letters nd	Patent	in	the	United	States	under
WHEREAS, Disnat 500 South Bue desirous of acquirembodiments of tany and all patent Patents) thereon	na Vista Str ring the entir the invention he Invention's is, inventor's	set, Burbank, e right, title a r disclosed th , heretofore (certificates a	California 9 nd interest in terein (herein conceived, mand other for the conceived of the c	1521 Lanc lafte lade ms c	herein) I to said I referre or disco If protec	after ref applical d to as I overed b tion (her	erre tion nve y sa	ed to (here) intionald aid As	as Assig sinafter i), and it ssignor,	gnee), is referred and to and in a	i i to as all

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 - 6. This declaration is directed to the attached application, or (if following box is checked):

United States application of	POT	inte	rnational	application	number
88. 0000844-40	filed	on		81	.8

As a below named inventor, I hereby declare that:

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3)	<u>2/22/17</u> (Date)	Oavid T. PARKER
4}	,, (Date)	Jingyang XU
5)	2/22/17 (Date)	Ludwia KUZNIA

W			

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enclosed herewi	th or for which	application tor	Letters	Patent	in the	United	States	unuer
Application No	, filed on	ē	ind					
WHEREAS, Disney Enter at 500 South Buena Vista desirous of acquiring the Application), and the inverembodiments of the Inverany and all patents, inven Patents) thereon granted	Street, Burbank, entire right, title ar ntion disclosed the ntion, heretofore c tor's certificates a	California 9152 nd interest in an erein (hereinaft conceived, made and other forms	1 (hereinad to said er referre er disco of protect	after refe applicat d to as li overed by tion (her	erred to tion (her nvention y said A	as Assignerinafter a), and insigner, assigner,	gnee), is referred a and to and in a	to as

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4)	Feb Ush Villate)	Jingsang-NO
5)	(Date)	Ludwig KUZNIA

2 of 2

PATENT REEL: 041364 FRAME: 0302

RECORDED: 02/23/2017