

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4860525

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
REBEKKAH LAEUCHLI	02/09/2018
ISABEL SIMO	01/11/2018
MAX GROSSE	01/22/2018
SASHA SCHRIBER	01/10/2018
MARKUS GROSS	01/09/2018
MARIA CABRAL	02/06/2018
RECEIVING PARTY DATA	
Name:	THE WALT DISNEY COMPANY (SWITZERLAND) GMBH
Street Address:	HOSCHGASSE 45
City:	ZÜRICH
State/Country:	SWITZERLAND
Postal Code:	8008
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15715720
CORRESPONDENCE DATA	
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Phone:	858-350-6100
Email:	wgorman@kilpatricktownsend.com, ipefiling@kilpatricktownsend.com
Correspondent Name:	KILPATRICK TOWNSEND & STOCKTON LLP
Address Line 1:	1100 PEACHTREE STREET
Address Line 2:	SUITE 2800
Address Line 4:	ATLANTA, GEORGIA 30309
ATTORNEY DOCKET NUMBER:	090492-P17005US1-1062792
NAME OF SUBMITTER:	WILLIAM H. GORMAN
SIGNATURE:	/William H. Gorman/
DATE SIGNED:	03/09/2018

Total Attachments: 6

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12-005-005

Attorney Docket No. 090492-P17005US1-1062792

ASSIGNMENT
(Patent Application)

We, the undersigned, have invented certain inventions and improvements disclosed in a utility (provisional or non-provisional) or design patent application entitled

"MANIPULATION OF NON-LINEARLY CONNECTED TRANSMEDIA CONTENT DATA,"

filed with the U.S. Patent & Trademark Office on September 26, 2017

and assigned serial no. 15/715,720

For good and valuable consideration, the receipt and sufficiency of which we acknowledge, we:

1. Agree to assign, transfer, convey, and sell, hereby assign, transfer, convey, and sell and have assigned, transferred, conveyed, and sold to The Walt Disney Company (Switzerland) GmbH, a corporation of Switzerland having a principal place of business at Hoschgasse 45, 8008 Zürich, Switzerland, hereinafter referred to as "Assignee", the entire right, title, and interest in and to:
 - (a) all intellectual property (including, without limitation, any innovation, information, invention, discovery, product, process, work or design) disclosed, embodied, shown, or claimed in the above-referenced patent application, implicitly or explicitly;
 - (b) the above-referenced patent application, the right to claim priority to the above-referenced patent application, all applications based in whole or in part upon the above-referenced patent application, including, without limitation, all applications that are a provisional, non-provisional, design, divisional, continuation, continuation-in-part, registration, utility model, industrial design, reissue, renewal, substitute, extension, reexamination, post-grant review, inter partes review, supplemental examination or non-U.S. patent application or application for other rights based in whole or in part on the above-referenced patent application;
 - (c) all patents (including, without limitation, all U.S. and non-U.S. patents, registrations, utility models, industrial designs, design patents, counterparts, continuations, continuations-in-part, divisionals, reissues, renewals, substitutes, extensions, reexaminations, post-grant reviews, inter partes reviews and supplemental examinations) that are granted or issued

ASSIGNMENT

MANIPULATION OF NON-LINEARLY CONNECTED TRANSMEDIA CONTENT
DATA

Attorney Docket No. 090492-P17005US1-1062792

Page 2 of 3

upon, or that claim priority to, any and all applications described in (b) of this paragraph or that disclose or claim intellectual property described in (a) of this paragraph, in whole or in part; and

(d) all claims for damages by reason of past infringement of any rights under the applications or patents described in (a), (b) or (c) of this paragraph (including provisional rights to reasonable royalties pursuant to 35 U.S.C. §154(d)) and the right to sue for and collect such damages and royalties for Assignee's own use.

2. Authorize and request the U.S. Patent and Trademark Office or any other U.S. or non-U.S. agency to issue to the Assignee any and all patent(s), or other rights or documents, resulting from the intellectual property, patent application(s) and patents described in paragraph 1 of this Assignment.
3. Agree to sign all papers and documents, including without limitation, applications, declarations, oaths and petitions, and, at the Assignee's expense, perform any other acts that are necessary in connection with prosecution of patent application(s) or intellectual property described in paragraph 1 of this Assignment and the enforcement of patent(s) or other rights resulting from such patent application(s) or intellectual property
4. Agree that the terms, covenants, and conditions of this Assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon us, as well as our heirs, legal representatives, and assigns.
5. Promise and affirm that we have not entered, and will not enter, into any assignment, contract, or understanding that conflicts with this Assignment.

ASSIGNMENT


MANIPULATION OF NON-LINEARLY CONNECTED TRANSMEDIA CONTENT
DATA

Attorney Docket No. 090492-P17005US1-1062792

Page 3 of 3

6. Authorize Kilpatrick Townsend & Stockton to insert above the application number
and filing date of the above-described patent application when known.

Signed on the dates indicated beside our signatures.

Signature:  Date: 8.7.18
Rebekkah LAEUCHLI

Signature: _____ Date: _____
Isabel SIMO

Signature: _____ Date: _____
Max GROSSE

Signature: _____ Date: _____
Sasha SCHRIBER

Signature: _____ Date: _____
Markus GROSS

Signature: _____ Date: _____
Maria CABRAL

12-005-005

Attorney Docket No. 090492-P17005US1-1062792

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1. Agree to assign, transfer, convey, and sell, hereby assign, transfer, convey, and sell and have assigned, transferred, conveyed, and sold to The Walt Disney Company (Switzerland) GmbH, a corporation of Switzerland having a principal place of business at Hoschgasse 45, 8008 Zürich, Switzerland, hereinafter referred to as "Assignee", the entire right, title, and interest in and to:
 - (a) all intellectual property (including, without limitation, any innovation, information, invention, discovery, product, process, work or design) disclosed, embodied, shown, or claimed in the above-referenced patent application, implicitly or explicitly;
 - (b) the above-referenced patent application, the right to claim priority to the above-referenced patent application, all applications based in whole or in part upon the above-referenced patent application, including, without limitation, all applications that are a provisional, non-provisional, design, divisional, continuation, continuation-in-part, registration, utility model, industrial design, reissue, renewal, substitute, extension, reexamination, post-grant review, inter partes review, supplemental examination or non-U.S. patent application or application for other rights based in whole or in part on the above-referenced patent application;
 - (c) all patents (including, without limitation, all U.S. and non-U.S. patents, registrations, utility models, industrial designs, design patents, counterparts, continuations, continuations-in-part, divisionals, reissues, renewals, substitutes, extensions, reexaminations, post-grant reviews, inter partes reviews and supplemental examinations) that are granted or issued

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DATA

Attorney Docket No. 090492-P17005US1-1062792

Page 2 of 3

upon, or that claim priority to, any and all applications described in (b) of this paragraph or that disclose or claim intellectual property described in (a) of this paragraph, in whole or in part; and

(d) all claims for damages by reason of past infringement of any rights under the applications or patents described in (a), (b) or (c) of this paragraph (including provisional rights to reasonable royalties pursuant to 35 U.S.C. §154(d)) and the right to sue for and collect such damages and royalties for Assignee's own use.

2. Authorize and request the U.S. Patent and Trademark Office or any other U.S. or non-U.S. agency to issue to the Assignee any and all patent(s), or other rights or documents, resulting from the intellectual property, patent application(s) and patents described in paragraph 1 of this Assignment.
3. Agree to sign all papers and documents, including without limitation, applications, declarations, oaths and petitions, and, at the Assignee's expense, perform any other acts that are necessary in connection with prosecution of patent application(s) or intellectual property described in paragraph 1 of this Assignment and the enforcement of patent(s) or other rights resulting from such patent application(s) or intellectual property
4. Agree that the terms, covenants, and conditions of this Assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon us, as well as our heirs, legal representatives, and assigns.
5. Promise and affirm that we have not entered, and will not enter, into any assignment, contract, or understanding that conflicts with this Assignment.

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Page 3 of 3


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and filing date of the above-described patent application when known.

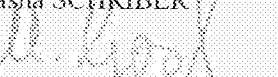
Signed on the dates indicated beside our signatures.


Signature: _____ Date: _____
Rebekkah LAEUCHLI

Signature:  _____ Date: 11/11/2018
Isabel SIMO

Signature:  _____ Date: 1/22/19
Max GROSSE

Signature:  _____ Date: 10/1/2018
Sasha SCHRIEBER

Signature:  _____ Date: -9 JAN 2018
Markus GROSS

Signature:  _____ Date: 6 Feb 2018
Maria CABRAL