

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
THE WALT DISNEY COMPANY (SWITZERLAND) GMBH	09/27/2017
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:	15276481
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	090492-P16094US1-1025323
NAME OF SUBMITTER:	WILLIAM H. GORMAN
SIGNATURE:	/William H. Gorman/
DATE SIGNED:	05/01/2019
Total Attachments: 2	
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ASSIGNMENT AGREEMENT

This Assignment Agreement (this "Agreement"), effective as of the execution date written below, is made by The Walt Disney Company (Switzerland) GmbH ("Assignor"), a Swiss corporation with its place of business at Hoschgasse 45, 8008, Zürich, Switzerland, in favor of Disney Enterprises, Inc. ("Assignee"), a Delaware corporation, having a principle place of business at 500 South Buena Vista Street, Burbank, California 91521.

W I T N E S S E T H:

WHEREAS, Assignor owns certain Patent Rights (as hereinafter defined) to certain technology developed by Assignee.

WHEREAS, Assignor desires to transfer to Assignee, and Assignee desires to accept, the Patent Rights.

NOW, THEREFORE, in consideration of the mutual covenants contained herein, and of other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby agrees as follows:

1. Assignment of Patent Rights. Assignor does hereby assign, grant, transfer, contribute and deliver to Assignee the full, exclusive and entire right, title, and interest in and to: (a) the following application for United States Letters Patent:

Title of Invention: USER MODELLING AND METADATA OF TRANSMEDIA
CONTENT DATA

Filing Date: September 26, 2016

Application Number: 15/276,481;

(b) any divisions, continuations, continuations-in-part, renewals and reissues thereof; (c) all inventions and improvements disclosed and described therein; (d) any corresponding (in whole or in part) future United States or non-United States patents and patent applications; (e) the right to claim any applicable priority rights arising from the scheduled patents or patent applications or otherwise required for said corresponding future United States or non-United States patents and patent applications under the terms of any applicable conventions, treaties, statutes, or regulations; and (f) the right to enforce and recover damages for infringement of any of the foregoing (collectively, the "Patent Rights"). Assignor hereby requests the U.S. Patent and Trademark Office or any other U.S. or non-U.S. agency to issue any and all patents included in the Patent Rights to Assignee, as the assignee, for its interest and for the sole use and benefit of Assignee and its assigns and legal representatives.

2. Further Assurances. Assignor agrees without any additional consideration therefor to sign all documents, execute all divisional, continuing, renewal, reissue and other applications, make all assignments and rightful oaths, and generally do everything possible to aid Assignee, its successors, assigns, and nominees, to obtain and enforce proper protection for all said Patent Rights in all applicable countries throughout the world.

Assignment

U.S. Application No.: 15/276,481

Attorney Docket No.: 090492-P16094US1-1025323

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3. Successors and Assigns. The terms and provisions of this Agreement and the respective rights and obligations of Assignor and Assignee hereunder shall be binding upon, and inure to the benefit of, their respective successors and assigns.

4. Recordings. An executed copy of this Agreement may be filed with the United States Patent and Trademark Office or in the patent office of any other country or region, as applicable, by Assignee or Assignor at any time.

5. Governing Law. This Agreement is governed by the laws of the State of California, without application of choice of laws principles thereof.

IN WITNESS WHEREOF, Assignor has caused this Agreement to be executed and delivered as of the execution date written below.

The Walt Disney Company (Switzerland) GmbH, Assignor

By: 

Name: Professor Markus Gross

Title: Vice President, Disney Research, Zürich

Execution Date: 27 SEP 2017

Disney Enterprises, Inc. Assignee

By: 

Name: Roger Kennedy

Title: Vice President

Execution Date: 5-1-19

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