

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Hans C. LEE</td><td>12/04/2007</td></tr><tr><td>Timmie T. HONG</td><td>12/06/2007</td></tr><tr><td>William H. WILLIAMS</td><td>12/04/2007</td></tr><tr><td>Michael R. FETTIPLACE</td><td>12/04/2007</td></tr><tr><td>Michael J. LEE</td><td>12/06/2007</td></tr></tbody></table>	Name	Execution Date	Hans C. LEE	12/04/2007	Timmie T. HONG	12/06/2007	William H. WILLIAMS	12/04/2007	Michael R. FETTIPLACE	12/04/2007	Michael J. LEE	12/06/2007	
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Michael R. FETTIPLACE	12/04/2007												
Michael J. LEE	12/06/2007												
RECEIVING PARTY DATA													
Name:	EmSense Corporation												
Street Address:	2600 Garden Road, Suite 222												
City:	Monterey												
State/Country:	CALIFORNIA												
Postal Code:	93940												
PROPERTY NUMBERS Total: 1													
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11846068</td></tr></tbody></table>	Property Type	Number	Application Number:	11846068									
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Application Number:	11846068												
CORRESPONDENCE DATA													
Fax Number:	(650)838-4350												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	650-838-4300												
Email:	rorlando@perkinscoie.com												
Correspondent Name:	PERKINS COIE LLP												
Address Line 1:	P.O. BOX 2168												
Address Line 4:	MENLO PARK, CALIFORNIA 94026												
ATTORNEY DOCKET NUMBER:	64516-8007.US01												
NAME OF SUBMITTER:	Brian R. Coleman												

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PATENT  
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Total Attachments: 2

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## ASSIGNMENT

THIS ASSIGNMENT is by **Hans C. Lee, Timmie T. Hong, William H. Williams, Michael R. Fettiplace, and Michael J. Lee** (the "Assignors"). We, Assignors have invented one or more certain inventions (the "Invention(s)") described in a United States Patent Application entitled **METHOD AND SYSTEM FOR MEASURING AND RANKING A POSITIVE OR NEGATIVE RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS** (the "Application") bearing Application No. 11/846,068 and filed on August 28, 2007.

**EmSense Corporation**, a California corporation, having a place of business at 2600 Garden Road, Suite 222, Monterey, CA 93940 ("Assignee"), desires to acquire the entire right, title and interest in and to the Invention(s) and the Application, and in and to any patents (collectively, "Patents") that may be granted for the Invention(s) in the United States or in any foreign countries.

For valuable consideration, the receipt and sufficiency of which we acknowledge, Assignors hereby sell, assign, and transfer to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to: the Invention(s), the Application, and any Patents; any divisions, continuations, and continuations-in-part of the Application and any other application claiming priority rights from the Application; any reissues, reexaminations, or extensions of any and all Patents; the right to file foreign applications directly in the name of Assignee; and the right to claim priority rights deriving from the Application (collectively, the "Rights"). Assignors warrant that they are joint owners of the Rights, and that the Rights are unencumbered. Assignors also agree to not sign any writing or do any act conflicting with this assignment, and, without further compensation, sign all documents and do such additional acts as Assignee deems necessary or desirable to: perfect Assignee's enjoyment of the Rights; prepare and prosecute the Application or any other applications for Patents; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request the Commissioner of Patents to issue

any Patent of the United States that may be issued on the Invention(s) to Assignee. This Assignment may be executed in counterparts.

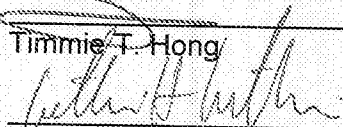
Date: 12/4/07

  
Hans C. Lee

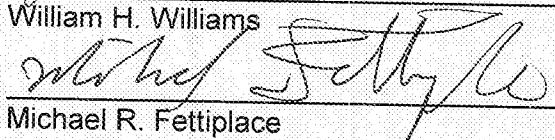
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Timmie T. Hong

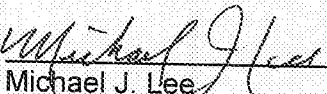
Date: 12/4/07

  
William H. Williams

Date: 12/4/07

  
Michael R. Fettiplace

Date: 12/6/2007

  
Michael J. Lee