

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Robert Schwarzberg	05/02/2008
Marion Zabinski	04/28/2008
Rene Melton	05/01/2008
Timothy J. Dion	05/01/2008
RECEIVING PARTY DATA	
Name:	Sensei, Inc.
Street Address:	2300 Glade Road, Suite 220 West
City:	Boca Raton
State/Country:	FLORIDA
Postal Code:	33431
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12117190
CORRESPONDENCE DATA	
Fax Number:	(614)792-5536
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	614-792-5555
Email:	cstovsky@standleyllp.com
Correspondent Name:	Carol G. Stovsky
Address Line 1:	495 Metro Place South, Suite 210
Address Line 4:	Dublin, OHIO 43017-5319
ATTORNEY DOCKET NUMBER:	SEN 2234-007A
NAME OF SUBMITTER:	Carol G. Stovsky
<p>Total Attachments: 4</p> <p>source=Assignment#page1.tif</p>	

CH \$40.00 12117190

**500534665**

**PATENT**  
**REEL: 020920 FRAME: 0254**

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**PATENT**

**REEL: 020920 FRAME: 0255**

## **ASSIGNMENT**

This assignment is made by Robert Schwarzberg, residing at 17346 St. James Court, Boca Raton, Florida 33496; Marion Zabinski, residing at 4055 Porte La Paz #147, San Diego, CA 92122; Rene Melton, residing at 856 Lago Road, Delray Beach, Florida 33445; and Timothy J. Dion, residing at 7748 NW 112 Way, Parkland, FL 33076 ("ASSIGNORS") to Sensel, Inc., a corporation organized under the laws of the State of Delaware and having an office at 2300 Glade Road, Suite 220 West, Boca Raton, Florida 33431 ("ASSIGNEE").

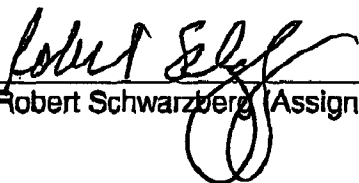
FOR ONE U.S. DOLLAR (\$1.00) AND FOR OTHER GOOD AND VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged, ASSIGNORS do hereby sell, assign and transfer to ASSIGNEE the entire right, title and interest, together with all rights of priority, in and to their invention entitled METHOD FOR TAILORING STRATEGY MESSAGES FROM AN EXPERT SYSTEM TO ENHANCE SUCCESS WITH MODIFICATIONS TO HEALTH BEHAVIORS, as described and/or claimed in an application for patent of the United States of America, Serial No. 12/117,190. A Declaration for the application has been signed on 4/28/08, 5/1/08 & 5/2/08. ASSIGNORS further do hereby sell, assign and transfer to ASSIGNEE the entire right, title and interest, together with all rights of priority, in and to ASSIGNORS' invention as described and/or claimed in any and all applications for patents based on the invention, including divisionals, continuations, renewals, substitutes and reissues thereof, and all rights of priority resulting from any of these patent applications, as well as all foreign counterparts and extensions thereof, together with all patents issuing on any of these applications for the full terms of all of the patents which may be granted on the invention.

ASSIGNORS HEREBY AUTHORIZE ASSIGNEE to make applications for, to prosecute such applications, and to receive patents for the invention in the United States and any foreign countries, in ASSIGNEE'S name.

ASSIGNORS HEREBY PROMISE AND AGREE that ASSIGNORS will execute or procure any further necessary assurance of title to the invention and any patents which may issue on the invention. ASSIGNORS will, at any time, upon the request and without further consideration, but at the expense of ASSIGNEE, deliver any testimony in any legal proceedings and execute all papers and do all other things that may be necessary or desirable to perfect the title to the invention, or any patents which may be granted therefor, in ASSIGNEE, its successors, assigns, or other legal representatives. ASSIGNORS will, at any time, upon the request and at the expense of ASSIGNEE, execute any continuations, divisionals, reissues, or any other additional applications for patents for the invention or any part or parts thereof and any patents issuing thereon are hereby assigned to ASSIGNEE. ASSIGNORS will make all rightful oaths, and do all lawful acts required for procuring and enforcing any of the patents, without further compensation, but at the expense of ASSIGNEE, its successors, assigns or other legal representatives.

ASSIGNORS HEREBY AUTHORIZE AND REQUEST the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States for the invention, resulting from any of the aforesaid applications to the ASSIGNEE.

Date: 5-2-2008

  
Robert Schwarzberg (Assignor)

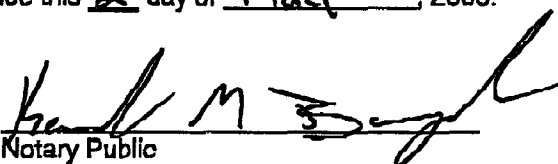
State of Florida :

ss:

County of \_\_\_\_\_ :

Before me personally appeared Robert Schwarzberg, to me known to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Sworn to before me and subscribed in my presence this 2 day of May, 2008.

  
Notary Public



KENNETH MARK BAUMGARDNER  
MY COMMISSION # DD 431112  
EXPIRES: September 19, 2009  
Bonded Thru Budget Notary Services

Assignment from Schwarzberg, et al. to Seneel, Inc.  
A Method For Tailoring Strategy Messages  
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PATENT  
REEL: 020920 FRAME: 0257

Date: 4/28/08

Marion Zabinski  
Marion Zabinski (Assignor)

State of Florida :  
County of \_\_\_\_\_ :

SS:

Before me personally appeared Marion Zabinski, to me known to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Sworn to before me and subscribed in my presence this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

*See Attachment*

\_\_\_\_\_  
Notary Public

Date: 5-1-2008

Rene Melton  
Rene Melton (Assignor)

State of Florida :  
County of \_\_\_\_\_ :

SS:

Before me personally appeared Rene Melton, to me known to be the same person described in and who executed the foregoing instrument, and acknowledged that she executed the same, of her own free will and for the purposes set forth.

Sworn to before me and subscribed in my presence this 1<sup>ST</sup> day of MAY, 2008.



KENNETH MARK BAUMGARDNER  
MY COMMISSION # DD 431112  
EXPIRES: September 18, 2009  
Bonded Thru Budget Notary Services

Kenneth Mark Baumgardner  
Notary Public

Date: 5-1-2008

Timothy J. Dion  
Timothy J. Dion (Assignor)

State of Florida :  
County of \_\_\_\_\_ :

SS:

Before me personally appeared Timothy J. Dion, to me known to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Sworn to before me and subscribed in my presence this 1<sup>ST</sup> day of MAY, 2008.



KENNETH MARK BAUMGARDNER  
MY COMMISSION # DD 431112  
EXPIRES: September 18, 2009  
Bonded Thru Budget Notary Services

Kenneth Mark Baumgardner  
Notary Public

Assignment from Schwarzberg, et al. to Sensei, Inc.  
A Method For Tailoring Strategy Messages  
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# Jurat

State of California

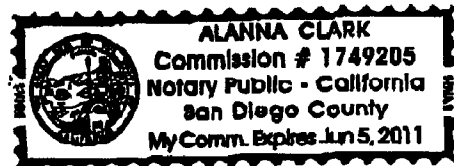
County of San Diego

Subscribed and sworn to (or affirmed) before me on this 28<sup>th</sup> day of April,  
2008 by Marion Zabinski

proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

Alanna Clark  
Signature

(Notary seal)



## OPTIONAL INFORMATION

### DESCRIPTION OF THE ATTACHED DOCUMENT

Power of Attorney and  
(Title or description of attached document)

Correspondence Address Indication Form  
(Title or description of attached document continued)

Number of Pages 4 Document Date April 28, 2008

(Additional information)

### INSTRUCTIONS FOR COMPLETING THIS FORM

*The wording of all Jurats completed in California after January 1, 2008 must be in the form as set forth within this Jurat. There are no exceptions. If a Jurat to be completed does not follow this form, the notary must correct the verbiage by using a jurat stamp containing the correct wording or attaching a separate jurat form such as this one which does contain proper wording. In addition, the notary must require an oath or affirmation from the document signer regarding the truthfulness of the contents of the document. The document must be signed AFTER the oath or affirmation. If the document was previously signed, it must be re-signed in front of the notary public during the jurat process.*

- State and County information must be the State and County where the document signer(s) personally appeared before the notary public.
- Date of notarization must be the date that the signer(s) personally appeared which must also be the same date the jurat process is completed.
- Print the name(s) of document signer(s) who personally appear at the time of notarization.
- Signature of the notary public must match the signature on file with the office of the county clerk.
- The notary seal impression must be clear and photographically reproducible. Impression must not cover text or lines. If seal impression smudges, re-seal if a sufficient area permits, otherwise complete a different jurat form.
  - Additional information is not required but could help to ensure this jurat is not misused or attached to a different document.
  - Indicate title or type of attached document, number of pages and date.
- Securely attach this document to the signed document