

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Anantha PRADEEP	10/01/2008
Robert T. KNIGHT	10/01/2008
Ramachandran GURUMOORTHY	10/01/2008
RECEIVING PARTY DATA	
Name:	NeuroFocus, Inc.
Street Address:	1200 5th Street
City:	Berkeley
State/Country:	CALIFORNIA
Postal Code:	94710
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12056211
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	NFCSP002
NAME OF SUBMITTER:	G. Audrey Kwan
<p>Total Attachments: 3</p> <p>source=NFCSP002_Assignment#page1.tif</p>	

CH \$40.00 12056211

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PATENT
REEL: 021649 FRAME: 0383

ASSIGNMENT OF PATENT APPLICATION

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

PROTOCOL GENERATOR AND PRESENTER DEVICE FOR ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS

(Atty. Docket No. NFCSP002), (check one)

- ☐ for which I have executed a U.S. patent application on even date herewith. (Accompanying)
☒ which bears U.S. application No. 12/056,211. (Not accompanying)
☐ which is a U.S. provisional application. (Accompanying)

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to **NeuroFocus, Inc.**, a California corporation having a place of business at 1200 5th Street, Berkeley, California 94710 ("ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, applications based upon, and patents granted upon (including foreign patents and the right to claim priority), the above-referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 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 representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

1. Inventor Signature:

Anantha Pradeep

Date: 10/1/08

State of California)

) ss.

County of _____)

On _____ before me, _____,
personally appeared _____

_____, who
proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing
paragraph is true and correct.

WITNESS my hand and official seal.

Signature _____

2. Inventor Signature:

Robert T. Knight

Date: 10/1/08

State of California)

) ss.

County of _____)

On _____ before me, _____,
personally appeared _____

_____, who
proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing
paragraph is true and correct.

WITNESS my hand and official seal.

Signature _____

3. Inventor Signature:

Ramachandran Gurumoorthy

Date:

10/1/08

State of California)

County of _____)

ss.

On _____ before me, _____,
personally appeared _____

_____, who
proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

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paragraph is true and correct.

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Signature _____