# 0 12244748

## PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

### **CONVEYING PARTY DATA**

Name	Execution Date
Hans C. Lee	11/13/2008
Timmie T. Hong	11/13/2008
Michael J. Lee	11/14/2008

#### **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

Property Type	Number
Application Number:	12244748

#### **CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER:	EMSN.P017
NAME OF SUBMITTER:	Geoffrey T. Staniford

Total Attachments: 4

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RECORDATION FORM COVER SHEET PATENTS ONLY EMSN.P017	
	se record the attached documents or the new address(es) below.
1. Name of conveying party(ies)	2. Name and address of receiving party(ies)
Hans C. Lee, Timmie T. Hong, Michael J. Lee	Name: EmSense Corporation
	Internal Address:
Additional name(s) of conveying party(ies) attached? Yes 🗸 No	
3. Nature of conveyance/Execution Date(s):	Street Address: 2600 Garden Road, Suite 222
Execution Date(s) 11/13/2008, 11/14/2008	2500 Cuiden Noad, Suite 222
✓ Assignment	
Security Agreement Change of Name	City: Monterey
Joint Research Agreement	State: CA
Government Interest Assignment	
Executive Order 9424, Confirmatory License	Country: United States Zip: 93940
Other  4. Application or patent number(s):	Additional name(s) & address(es) attached? Yes V No
A. Patent Application No.(s) 12/244,748  Additional numbers att	B. Patent No.(s)  ached? ☐ Yes ✓ No
5. Name and address to whom correspondence concerning document should be mailed:	6. Total number of applications and patents involved: 1
Name: Geoffrey T. Staniford	7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00
Internal Address:	Authorized to be charged by credit card
Courtney Staniford & Gregory LLP	Authorized to be charged to deposit account
Street Address: PO Box 9686	Enclosed
	None required (government interest not affecting title)
City: _San Jose	8. Payment Information
State: CA Zip: 95157	a. Credit Card Last 4 Numbers <u>3746</u>
Phone Number: 408-342-1904	Expiration Date <u>08/09</u>
Fax Number: 408-342-1909	b. Deposit Account Number
Email Address: gstaniford@csgip.com	Authorized User Name Geoffrey T. Staniford
9. Signature:	
Signature	
Geoffrey T. Staniford  Name of Person Signing	Total number of pages including cover sheet, attachments, and documents:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O Box 1450, Alexandria, V.A. 22313-1450

## **ASSIGNMENT**

In consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Hans C. Lee, Timmie T. Hong, and Michael J. Lee, the undersigned Assignors, believing to be the original, first and sole or joint inventors of any and all new and useful improvements disclosed in the application for the United States patent entitled

# SYSTEM FOR REMOTE ACCESS TO MEDIA, AND REACTION AND SURVEY DATA FROM VIEWERS OF THE MEDIA

hereby sell, assign, and transfer to EmSense Corporation, having a principal place of business at 2600 Garden Road, Suite 222, Monterey, CA 93940, ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the same patent application

- X which was filed with the United States Patent and Trademark Office on October 2, 2008, and which was assigned Application Number 12/244,748
- which has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below.

The undersigned further sell, assign, and transfer to Assignee said application and all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application; and the right to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

The undersigned further agree that said Assignee may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all

- 1 -

PATENT REEL: 022018 FRAME: 0068 patents on said improvements, in said Assignee, its successors, assigns, and legal representatives.

The undersigned covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

The undersigned hereby authorize and request the Officials of the United States Patent and Trademark Office and any and all foreign Patent Offices to issue any and all Letters Patents, when granted, to said Assignee as the assignee of the entire right, title and interest in and to the same, for the sole use of said Assignee, its successors and assigns, to the full end of the term for which said Letters Patents may be granted.

The undersigned hereby grant to the practitioners at Customer Number 53186, the Customer Number of Courtney Staniford & Gregory LLP, the power to insert on this document any further identification necessary or desirable to comply with the rules of the United States Patent and Trademark Office for recordation of this Assignment.

Inventor/Assignor: Please Sign and Date Below:

Date , 2008	Name: Hans C. LEE
<u>\\\</u> t\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Name: Timmie D HONG
, 2008	Name: Michael I I FF

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Inventor/Assignor: Please Sign and Date Below:

, 2008	Name: Hans C. LEE
, 2008	
Date	Name: Timmie T. HONG
<i>Vov.</i> 14, 2008	Michael Jese Name: Michael J. E.E.

Atty. Docket No. EMSN.P017

**RECORDED: 12/22/2008** 

PATENT **REEL: 022018 FRAME: 0070** 

- 2 -