

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Sonora Medical Systems	09/28/2009
RECEIVING PARTY DATA	
Name:	Acoustic Marketing Research, Inc.
Street Address:	1751 South Fordham Street, Suite 100
City:	Longmont
State/Country:	COLORADO
Postal Code:	80503
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12337317
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	040100-000800US
NAME OF SUBMITTER:	Irvin E. Branch
Total Attachments: 4 source=040100-000000US - Assignment from Sonora to Acoustic#page1.tif source=040100-000000US - Assignment from Sonora to Acoustic#page2.tif source=040100-000000US - Assignment from Sonora to Acoustic#page3.tif source=040100-000000US - Assignment from Sonora to Acoustic#page4.tif	

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PATENT

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PATENT ASSIGNMENT

This Patent Assignment Agreement (this "Agreement") is entered into as of September ~~21~~, 2009 (the "Effective Date") by and between Sonora Medical Systems ("Assignor"), and Acoustic Marketing Research, Inc, a Colorado corporation ("Assignee").

WHEREAS, Assignor has agreed to transfer, sell and assign to Assignee all right, title and interest in and to the patents and patent applications set forth on Schedule A hereto (collectively, the "Patents").

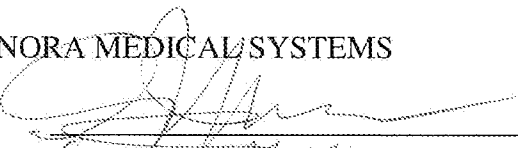
NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

1. Assignment. Assignor hereby sells, assigns, transfers and conveys to Assignee all right, title, and interest in and to the Patents free and clear of all Liens, including without limitation, any divisions, continuations, reissues or improvements thereof together with all income, royalties, damages and payments now or hereafter due or payable with respect thereto.
2. Rights and Privileges. All rights and privileges, including without limitation any claims, demands, and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment, which rights shall be held and enjoyed by Assignee and its successors, assigns and other legal representatives.
3. Further Assurances. Assignor agrees to execute and deliver at any future date any additional documents that Assignee reasonably determines are required to perfect Assignee's ownership of or title to the Patents, including without limitation the execution, acknowledgment and recordation of specific assignments, oaths, declarations and other documents on a country-by-country basis, to assist Assignee in obtaining, perfecting, sustaining, and/or enforcing the Patents.
4. Authorization. Assignor also hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents or certificates of invention which may be granted upon any of the Patents in the name of Assignee, as the assignee to the entire interest therein.
5. Governing Law. This Agreement and the Schedule hereto shall be governed by and interpreted and enforced in accordance with the Laws of the State of Delaware, without giving effect to any choice of Law or conflict of Laws rules or provisions (whether of the State of Delaware or any other jurisdiction) that would cause the application of the Laws of any jurisdiction other than the State of Delaware.
6. Counterparts. This Agreement may be executed in two or more counterparts, which may be facsimile counterparts, each of which shall be deemed to be an original but all of which shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have duly executed this Assignment as of the date first written above.

ASSIGNOR:

SONORA MEDICAL SYSTEMS

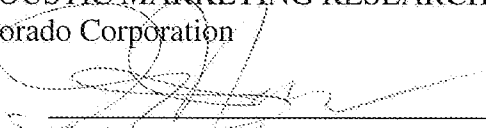
By: 

Name: Cynthia Parn

Title: President/CEO

ASSIGNEE:

ACOUSTIC MARKETING RESEARCH, INC., a
Colorado Corporation

By: 

Name: G. Wayne Moore

Title: President/CEO

SCHEDULE A

(1) Issued Patents:

Product	Description	Inventors	Patent No.	Issue Date
FirstCall	Apparatus & Methods for Acoustic Probes & Systems	James M. Gessert William H. Phillips Jr. G. Wayne Moore	7028529	4/18/2006
FirstCall	Apparatus & Methods for Testing Ultrasonic Probes & Systems	James M. Gessert William H. Phillips Jr. G. Wayne Moore	7155957 Divisional of 7028529	1/2/2007
First Assist	Apparatus & Methods for Testing Acoustic Systems	James M. Gessert William H. Phillips Jr. G. Wayne Moore	7278289	10/9/2007
FirstCall	Apparatus & Methods for Interfacing Acoustic Testing Apparatus with Acoustic Probes & Systems	James M. Gessert William H. Phillips Jr. G. Wayne Moore	7007539	3/7/2006
FirstCall	Apparatus & Methods for Interfacing Acoustic Testing Apparatus with Acoustic Probes & Systems	James M. Gessert William H. Phillips Jr. G. Wayne Moore	6928856 Divisional of 7007539	8/16/2005
FirstCall	Apparatus & Methods for Interfacing Acoustic Testing Apparatus with Acoustic Probes & Systems	James M. Gessert William H. Phillips Jr. G. Wayne Moore	6920776 Divisional of 7007539	7/26/2005
Nickel	Testing Device for Acoustic Probes & Systems	G. Wayne Moore James M. Gessert Jason T. Sanders James Ginther Edward Henry	D565444	4/1/2008
UPH	Universal Current Leakage testing adapter	Steven Emil Dananay G. Wayne Moore James Ginther	D599232	9/1/2009

SCHEDULE A (continued)

(2) Pending and to-be-filed Patent Applications:

Product	Description	Inventors	Reference Number	Status
Hydrophone	High intensity focused ultrasound hydrophone	Mark E. Schafer G. Wayne Moore James M. Gessert	Pending, US-2005-0245824-A1	published 11/3/2005
Nickel	Testing Device for Acoustic Probes and Systems	G. Wayne Moore James M. Gessert Jason T. Sanders James Ginther Edward Henry	Inactive, provisional application 60/765273	Expired
Nickel	Testing Device for Acoustic Probes and Systems	G. Wayne Moore James M. Gessert Jason T. Sanders James Ginther Edward Henry	Pending, US-2007-0234807-A1	published 10/11/2007
Zbox	Personal Computer Based Audio Frequency Impedance Analyzer	Joseph Leo Valenti	Pending, application 12/337317	filed 12/17/2008
UPH	Universal Current Leakage testing adapter	Steven Emil Dananay G. Wayne Moore James Ginther	Pending, application 12/262500	filed 10/31/2008
Zbox	Prime Based Frequency Sampling	Joseph Leo Valenti	Pending, application 12/366552	filed 2/5/2009
First Assist	Ultrasound Quality Assurance and Testing	G. Wayne Moore James M. Gessert John G. Timms Matthew Fitzgibbons	Pending, application 12/536734	Filed 8/6/2009
First Assist	Ultrasound Quality Assurance and Testing	G. Wayne Moore James M. Gessert John G. Timms Matthew Fitzgibbons	Pending, application 12/536744	Filed 8/6/2009
First Assist	Ultrasound Quality Assurance and Testing	G. Wayne Moore James M. Gessert John G. Timms Matthew Fitzgibbons	Pending, application 12/536753	Filed 8/6/2009
	Testing Acoustic Probes & Systems		TTC ref 040100-1600US	not yet filed