

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jakob DE LEMOS	11/04/2009
RECEIVING PARTY DATA	
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12542111
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Total Attachments: 2 source=0382042asg#page1.tif source=0382042asg#page2.tif	

CH \$40.00 12542111

ASSIGNMENT

WHEREAS, **Jakob de Lemos**, a citizen of Denmark, residing at Bevtoftgade 4A, 2ND Floor, DK-1736 Copenhagen V, Denmark, (hereinafter "Assignor"), has made an invention entitled

"SYSTEM AND METHOD FOR IDENTIFYING THE EXISTENCE AND POSITION OF TEXT IN VISUAL MEDIA CONTENT AND FOR DETERMINING A SUBJECT'S INTERACTIONS WITH THE TEXT"

the specification of which was filed on August 17, 2009 as U.S. Patent Application Serial No. 12/542,111; and

WHEREAS, **iMotions Emotion Technology A/S** (hereinafter "Assignee"), having a place of business at Lyngbyvej 14 ground floor, DK-2100 Copenhagen, Denmark, is desirous of acquiring the entire right, title and interest in and to the aforesaid invention, application and all Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes and divisions which may be granted therefor;

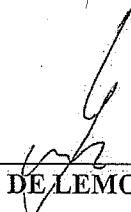
NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the said Assignor, by these presents do sell, assign and transfer unto Assignee, its successors, legal representatives and assigns, the full and exclusive right in and to the said invention as described in the said application, and in and to any Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes and divisions which may be granted therefor and all rights to claim priority on the basis of said application;

AND I HEREBY authorize and request the Commissioner of Patents and Trademarks or any other proper officer or agency of any country to issue all said Letters Patent to said Assignee;

AND I HEREBY warrant and covenant that I have the full right to convey the entire interest herein assigned and that I have not executed and will not execute any instrument or assignment in conflict herewith;

AND I HEREBY agree to communicate to said Assignee or its representatives any facts known to me respecting said invention, to execute all divisional, continuation, reissue, reexamination, extension, substitute and foreign applications, sign all lawful documents and make all rightful oaths and declarations relating to said invention, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors, legal representatives or assigns, and to testify in any judicial or administrative proceeding and generally do everything possible to aid the said Assignee to obtain and enforce said Letters Patent in the United States or any foreign country when requested so to do by said Assignee.

Signature of Inventor:
Inventor's Name:



Jakob DE LEMOS

Date of Execution:

November 4, 2009