

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Daniel A. Hill	10/24/2009
RECEIVING PARTY DATA	
Name:	Sensory Logic, Inc.
Street Address:	1509 Marshall Street Northeast
Internal Address:	Suite 400
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55413
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11491535
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ATTORNEY DOCKET NUMBER:	191282/US
NAME OF SUBMITTER:	Julie Wang
Total Attachments: 1 source=191282USasg#page1.tif	

CH \$40.00 11491535

ASSIGNMENT

[Small Entity]

Attorney Docket No.: 191282/US

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First Named Inventor: Daniel A. Hill

Title: Method and Report Assessing Consumer Reaction to a Stimulus by Matching Eye Position with Facial Coding

WHEREAS, I, Daniel A. Hill, a U.S. citizen, residing at 1969 Stanford Avenue, St. Paul, Minnesota 55105, have invented certain new and useful improvements as described in an application entitled "**METHOD AND REPORT ASSESSING CONSUMER REACTION TO A STIMULUS BY MATCHING EYE POSITION WITH FACIAL CODING**" for Letters Patent of the United States, the application being identified by the Attorney Docket Number set forth above and/or being identified in the United States Patent and Trademark Office by Application No. 11/491,535, filed July 21, 2006;

WHEREAS, Sensory Logic, Inc., a corporation organized and existing under the laws of the State of Minnesota, and having offices at 1509 Marshall Street Northeast, Suite 400, Minneapolis, Minnesota 55413 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the invention, the application, and any and all Letters Patent or similar legal protection, foreign or domestic, to be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, I transfer to Assignee, its successors and assigns, my entire right, title, and interest in and to the invention, the above-identified patent application, corresponding domestic applications (including divisionals, continuations, and continuations-in-part), corresponding foreign applications, all Letters Patent or similar legal protection issuing thereon, and all rights and benefits under any applicable treaty or convention; and I authorize the Commissioner of Patents and Trademarks of the United States or foreign equivalent thereof to issue the Letters Patent or similar legal protection to the Assignee.

I authorize the Assignee, its successors and assigns, to insert this instrument the filing date and application number of the application when ascertained. I authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent or similar legal protection, in its own name if desired, in any and all foreign countries.

I represent to the Assignee, its successors and assigns, that I have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. I, my executors or administrators, will at any time upon request, without additional consideration, but at the expense of the Assignee, its successors and assigns, execute such additional writings and do such additional acts as the Assignee, its successors and assigns, may deem desirable to perfect its enjoyment of this grant, and render all assistance in making application for and obtaining, maintaining, and enforcing the Letters Patent or similar legal protection on the invention in any and all countries.

Daniel A. Hill

10/24/09

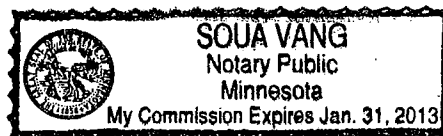
(date)

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF Minnesota)
: SS.
COUNTY OF Ramsey)

Subscribed and sworn to before me, a Notary Public, this 24 day of October, 2009.

Notary Public



PATENT

RECORDED: 11/10/2009

REEL: 023493 FRAME: 0836