

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ARON YU	02/08/2010
JOHN MIKAEL HOLTZ ELVESJO	02/08/2010
RECEIVING PARTY DATA	
Name:	TOBII TECHNOLOGY AB
Street Address:	KARLSROVAGEN 2D
City:	DANDERYD
State/Country:	SWEDEN
Postal Code:	182 53
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12691289
CORRESPONDENCE DATA	
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NAME OF SUBMITTER:	Michael W. Taylor
Total Attachments: 2 source=0113974_ASSIGN#page1.tif source=0113974_ASSIGN#page2.tif	

OP \$40.00 12691289

A S S I G N M E N T

WHEREAS, **ARON YU** of **STOCKHOLM SWEDEN** and **JOHN MIKAEL HOLTZ ELVESJO** of **STOCKHOLM SWEDEN** hereinafter referred to as **ASSIGNORS**, have made certain improvements or inventions in **EYE TRACKER BASED CONTEXTUAL ACTION** for which **ASSIGNORS** have executed an application for United States Letters Patent filed on even date herewith, in the United States Patent and Trademark Office; and

WHEREAS, **TOBII TECHNOLOGY AB** a corporation of **SWEDEN**, hereinafter referred to as **ASSIGNEE**, is desirous of acquiring the same;

NOW THEREFORE, This Indenture Witnesseth: That for good and valuable consideration, receipt whereof is hereby acknowledged, said **ASSIGNORS** do hereby sell, assign and transfer to said **ASSIGNEE**, its successors and assigns, all right, title and interest in and to said United States Patent application, the invention or inventions therein shown and described and any improvements on said inventions heretofore or hereafter made, any divisions or continuations of said application, and all patents, United States and foreign, to be granted upon any such application or for the invention or inventions thereof, and any reissues, continuations or extensions of said patents; and said **ASSIGNORS** do hereby authorize and request the Commissioner of Patents to issue all patents on said United States Patent applications or for the invention or inventions hereof, in accordance with this assignment.

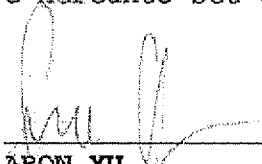
And said **ASSIGNORS** for said consideration hereby covenants and agrees that said **ASSIGNORS** are the owners of the

full title herein conveyed and have the right to convey the same, and agree that said **ASSIGNORS** will communicate to said **ASSIGNEE** any facts known to said **ASSIGNORS** respecting said invention or inventions, and testify in any legal proceedings when called upon by said **ASSIGNEE**, sign all lawful papers deemed by said **ASSIGNEE** as expedient to vest in it the legal title herein sought to be conveyed or for the filing and prosecution of all applications and patents, United States and foreign, and otherwise aid said **ASSIGNEE**, its successors and assigns, in obtaining full patent protection on said invention and enforcing proper protection under said patents, but in every instance at the **ASSIGNEE'S** expense.


IN WITNESS WHEREOF we have hereunto set our hands on the date indicated below.

02/08/2010
Dated (mm/dd/yyyy)

02/08/2010
Dated (mm/dd/yyyy)



ARON YU



JOHN MIKAEL HOLTZ ELVESJO