

Form PTO-1595 (Rev. 03-09)
OMB No. 0651-0027 (exp. 03/31/2009)

U.S. DEPARTMENT OF COMMERCE
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Hankyu Moon 7/21/09
Rajeev Sharma 9/7/09
Namsoon Jung 9/17/09

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 7/21/09, 9/17/09, 9/17/09

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: VideoMining Corporation

Internal Address: _____

Street Address: 403 S. Allen Street, Suite 101

City: State College

State: PA

Country: USA Zip: 16801

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

12/455,295

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Rajeev Sharma

Internal Address: _____

Street Address: 403 S. Allen Street, Suite 101

City: State College

State: PA Zip: 16801

Phone Number: (814) 867-8977, ext. 106

Fax Number: (814) 867-8957

Email Address: rsharma@videomining.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- ☐ Authorized to be charged to deposit account
☒ Enclosed
☐ None required (government interest not affecting title)

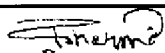
8. Payment Information

Master Card #5588-5700-0039-1301

Expiration Date: 07/11

Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

03/15/2010

Date

Rajeev Sharma

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 4

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

OP \$40.00 12455295

Assignment of Invention and Patent Application

For value received, during the employment period, according to the employment agreement,

of Hankyu Moon
State College, PA

(hereinafter ASSIGNOR), hereby sells, assigns, transfers, and sets over unto

of Video Mining Corporation
State College, PA

and her or his successors or assigns (hereinafter ASSIGNEE) 100% of the following: (A) ASSIGNOR's right, title, and interest in and to the invention entitled "Method and system for recognizing the intentions of shoppers in retail aisles based on their trajectories," invented by ASSIGNOR; (B) the application for United States patent therefore, signed by ASSIGNOR on 05/29/2009, U.S. Patent and Trademark Office Serial Number 12/455,295, filed 05/29/2009; (C) any patent or reissues of any patent that may be granted thereon; and (D) any applications which are continuations, continuations-in-part, substitutes, or divisions of said application. ASSIGNOR authorizes ASSIGNEE to enter the date of signature and/or Serial Number and Filing Date in the spaces above. ASSIGNOR also authorizes and requests the Commissioner for Patents to issue any resulting patent(s) as follows: 0 % to ASSIGNOR and 100 % to ASSIGNEE. (The singular shall include the plural and vice versa herein.)

ASSIGNOR hereby further sells, assigns, transfers, and sets over unto ASSIGNEE, the above percentage of ASSIGNOR'S entire right, title, and interest in and to said invention in each and every country foreign to the United States; and ASSIGNOR further conveys to ASSIGNEE the above percentage of all priority rights resulting from the above-identified application for United States patent. ASSIGNOR agrees to execute all papers, give any required testimony, and perform other lawful acts, at ASSIGNEE'S expense, as ASSIGNEE may require to enable ASSIGNEE to perfect ASSIGNEE'S interest in any resulting patent of the United States and countries foreign thereto, and to acquire, hold, enforce, convey, and uphold the validity of said patent and reissues and extensions thereof, and ASSIGNEE'S interest therein.

In testimony whereof ASSIGNOR has hereunto set its hand and seal on the date below.

Signature

Hankyu Moon

Date

7/21/2009

State:

Pennsylvania

County:

Centre

Subscribed and sworn to before me

July 21

2009

NOTARY PUBLIC

Sharon M. Hindle

COMMONWEALTH OF PENNSYLVANIA

Notarial Seal
Sharon M. Hindle, Notary Public
State College Boro, Centre County
My Commission Expires April 29, 2011

Member, Pennsylvania Association of Notaries

PATENT

REEL: 024078 FRAME: 0415

Assignment of Invention and Patent Application

For value received, during the employment period, according to the employment agreement,

of Rajeev Shashna
State College, PA

(hereinafter ASSIGNOR), hereby sells, assigns, transfers, and sets over unto Videomining Corporation
of State College, PA

and her or his successors or assigns (hereinafter ASSIGNEE) 100% of the following: (A) ASSIGNOR's right, title, and interest in and to the invention entitled "Method and system for recognizing the intentions of shoppers in retail aisles based on their trajectories," invented by ASSIGNOR; (B) the application for United States patent therefore, signed by ASSIGNOR on 05/29/2009, U.S. Patent and Trademark Office Serial Number 12/455,295, filed 05/29/2009; (C) any patent or reissues of any patent that may be granted thereon; and (D) any applications which are continuations, continuations-in-part, substitutes, or divisions of said application. ASSIGNOR authorizes ASSIGNEE to enter the date of signature and/or Serial Number and Filing Date in the spaces above. ASSIGNOR also authorizes and requests the Commissioner for Patents to issue any resulting patent(s) as follows: 0 % to ASSIGNOR and 100 % to ASSIGNEE. (The singular shall include the plural and vice versa herein.)

ASSIGNOR hereby further sells, assigns, transfers, and sets over unto ASSIGNEE, the above percentage of ASSIGNOR'S entire right, title, and interest in and to said invention in each and every country foreign to the United States; and ASSIGNOR further conveys to ASSIGNEE the above percentage of all priority rights resulting from the above-identified application for United States patent. ASSIGNOR agrees to execute all papers, give any required testimony, and perform other lawful acts, at ASSIGNEE'S expense, as ASSIGNEE may require to enable ASSIGNEE to perfect ASSIGNEE'S interest in any resulting patent of the United States and countries foreign thereto, and to acquire, hold, enforce, convey, and uphold the validity of said patent and reissues and extensions thereof, and ASSIGNEE'S interest therein.

In testimony whereof ASSIGNOR has hereunto set its hand and seal on the date below.

Rajeev Shashna
Signature

9/17/09
Date

State: Pennsylvania

County: Centre

Subscribed and sworn to before me September 17, 2009

Sharon M. Rindell
NOTARY PUBLIC

SEAL



Assignment of Invention and Patent Application

For value received, during the employment period, according to the employment agreement,

of Namsun Jung
State College, PA

(hereinafter ASSIGNOR), hereby sells, assigns, transfers, and sets over unto

of Video Mining Corporation
State College, PA

and her or his successors or assigns (hereinafter ASSIGNEE) 100 % of the following: (A) ASSIGNOR's right, title, and interest in and to the invention entitled "Method and system for recognizing the intentions of shoppers in retail aisles based on their trajectories," invented by ASSIGNOR; (B) the application for United States patent therefore, signed by ASSIGNOR on 05/29/2009, U.S. Patent and Trademark Office Serial Number 12/455,295, filed 05/29/2009; (C) any patent or reissues of any patent that may be granted thereon; and (D) any applications which are continuations, continuations-in-part, substitutes, or divisions of said application. ASSIGNOR authorizes ASSIGNEE to enter the date of signature and/or Serial Number and Filing Date in the spaces above. ASSIGNOR also authorizes and requests the Commissioner for Patents to issue any resulting patent(s) as follows: 0 % to ASSIGNOR and 100 % to ASSIGNEE. (The singular shall include the plural and vice versa herein.)

ASSIGNOR hereby further sells, assigns, transfers, and sets over unto ASSIGNEE, the above percentage of ASSIGNOR'S entire right, title, and interest in and to said invention in each and every country foreign to the United States; and ASSIGNOR further conveys to ASSIGNEE the above percentage of all priority rights resulting from the above-identified application for United States patent. ASSIGNOR agrees to execute all papers, give any required testimony, and perform other lawful acts, at ASSIGNEE'S expense, as ASSIGNEE may require to enable ASSIGNEE to perfect ASSIGNEE'S interest in any resulting patent of the United States and countries foreign thereto, and to acquire, hold, enforce, convey, and uphold the validity of said patent and reissues and extensions thereof, and ASSIGNEE'S interest therein.

In testimony whereof ASSIGNOR has hereunto set its hand and seal on the date below.

Signature Jung Namsun Date 9/17/09

State: Pennsylvania
County: Centre

Subscribed and sworn to before me September 17, 2009

Sharon M. Hindle
NOTARY PUBLIC

SEAL

