

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Nicholas R. Michael</td> <td>05/11/2010</td> </tr> <tr> <td>Ephram Cohen</td> <td>05/11/2010</td> </tr> <tr> <td>Meena Ramani</td> <td>05/11/2010</td> </tr> <tr> <td>Caslav V. Pavlovic</td> <td>05/11/2010</td> </tr> </tbody> </table>		Name	Execution Date	Nicholas R. Michael	05/11/2010	Ephram Cohen	05/11/2010	Meena Ramani	05/11/2010	Caslav V. Pavlovic	05/11/2010
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Caslav V. Pavlovic	05/11/2010										
RECEIVING PARTY DATA											
Name:	Sound ID										
Street Address:	2637 Marine Way, Suite 200										
City:	Mountain View										
State/Country:	CALIFORNIA										
Postal Code:	94043										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12778930</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12778930						
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CORRESPONDENCE DATA											
Fax Number:	(650)712-0263										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Email:	mholland@hmbay.com										
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Address Line 1:	P O BOX 366										
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ATTORNEY DOCKET NUMBER:	RXSD 1044-1										
NAME OF SUBMITTER:	James F. Hann										
Total Attachments: 3											

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**PATENT
 REEL: 024376 FRAME: 0366**

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ASSIGNMENT

WHEREAS, the undersigned,

- | | |
|--|--|
| <p>(1) Nicholas R. Michael
68 McCoppin Street, #11
San Francisco, CA 94103</p> | <p>(2) Ephram Cohen
424 Hamilton Street
San Francisco, CA 94134</p> |
| <p>(3) Meena Ramani
10473 Johnson Avenue
Cupertino, CA 95014</p> | <p>(4) Caslav V. Pavlovic
602 Hawthorne Avenue
Palo Alto, CA 94301</p> |

hereinafter termed "Inventors," have invented certain new and useful improvements in

**PERSONALIZED HEARING PROFILE GENERATION WITH
REAL-TIME FEEDBACK**

and

[] have filed a non-provisional application for a United States patent disclosing and identifying the above invention on _____ as Application No. _____,

[X] are filing a non-provisional application herewith, and

[] have executed an oath or declaration of inventorship for such non-provisional application on:

- (1) the 11th day of May, 2010;
- (2) the 11th day of May, 2010;
- (3) the 11th day of May, 2010;
- (4) the 11th day of May, 2010;

(hereinafter termed "application"); and

WHEREAS, Sound ID, a corporation of California, having a place of business at 2637 Marine Way, Suite 200, Mountain View, CA 94043 (hereinafter termed "Assignee"), is desirous of acquiring the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventor (all collectively hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries.

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventors to have been received in full from said Assignee:

1. Said Inventors do hereby jointly and severally sell, assign, transfer and convey unto said Assignee the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply for foreign patents on said invention pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all applications filed and any and all patents granted on said invention in the United States or any foreign country, including each and every application filed and each and every patent granted on any application which is a divisional, substitution, continuation, or continuation-in-part of any of said applications; and (d) in and to each and every reissue or extensions of any of said patents.

2. Said Inventors hereby jointly and severally covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and foreign countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting non-provisional, substitute, divisional, continuing or additional applications covering said invention; (d) for filing and prosecuting applications for reissuance of any said patents; (e) for interference or other priority proceedings involving said invention; and (f) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation reissues and reexaminations, opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventors in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, jointly and severally, the inventors' respective heirs, legal representatives and assigns.

4. Said Inventors hereby jointly and severally warrant and represent that said inventors have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

5. Said inventors hereby authorizes any of the following attorneys: Mark A. Haynes, Ernest J. Beffel, Jr., Warren S. Wolfeld, James F. Hann, Kenta Suzue, Bill Kennedy, to (a) insert the date of execution of the oath or declaration of inventorship, and (b) insert the application number and filing date of this application when known.

IN WITNESS WHEREOF, said Inventors have executed and delivered this instrument to said Assignee as of the date written below.

Nicholas R. Michael
Nicholas R. Michael

Date: May 11, 2010

Ephraim Cohen
Ephraim Cohen

Date: MAY 11, 2010

Meena Ramani
Meena Ramani

Date: MAY 11, 2010

Caslav V. Pavlovic
Caslav V. Pavlovic

Date: May 11, 2010