

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	patent ownership
CONVEYING PARTY DATA	
Name	Execution Date
Innerscope Research, LLC	07/06/2010
RECEIVING PARTY DATA	
Name:	Innerscope Research, Inc.
Street Address:	98 North Washington Street, 2nd Floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02114
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11850650
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 4:	WASHINGTON, DISTRICT OF COLUMBIA 20007
ATTORNEY DOCKET NUMBER:	5692-006-US01
NAME OF SUBMITTER:	Stephanie D. Scruggs
Total Attachments: 2 source=DC-Ecopy-QuickConnect-07162010-114401#page1.tif source=DC-Ecopy-QuickConnect-07162010-114401#page2.tif	

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PATENT
REEL: 024695 FRAME: 0930

ASSIGNMENT OF APPLICATION FOR PATENT

WHEREAS the undersigned, INNERSCOPE RESEARCH, LLC, a Massachusetts Limited Liability Company, with an address of 427 Newbury Street, Boston, Massachusetts 02115, (hereinafter referred to as ASSIGNOR; desires to sell, assign and transfer the entire right title and interest in, to and under an invention entitled:

**METHOD AND SYSTEM FOR DETERMINING
AUDIENCE RESPONSE TO A SENSORY STIMULUS**

and executed on December 17, 2007,

by: Carl MARCI, residing at 5 Chestnut Street, Unit 6, Boston, MA 02108; and
Brian LEVINE, residing at 46 Barbara Road, Needham, MA 02492

and having an application serial number of 11/850,650, filed on September 5, 2007,

and in, to and under Letters Patent or similar legal protection to be obtained therefor in the United States and in any and all foreign countries; and

WHEREAS, INNERSCOPE RESEARCH, INC., a corporation of Delaware having a business address of 98 North Washington Street, 2nd Floor, Boston, Massachusetts 02114 (hereinafter referred to as ASSIGNEE), desires to acquire the entire right title and interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefor in the United States and in any and all foreign countries,

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR, its successors, legal representatives and assigns, hereby sells, assigns and transfers to ASSIGNEE, its successors, legal representatives and assigns, the full and exclusive right, title and interest to said discovery or invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

ASSIGNOR, its successors, legal representatives and assigns, hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States of America and any Official of any country or countries foreign to the United States of America whose duty it is to issue Letters Patent on applications as aforesaid, to issue all such Letters Patent for said discovery or invention to the ASSIGNEE, its successors, legal representatives and assigns, as assignee of the entire


right, title and interest in, to and under the same, for the sole use and benefit of the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

ASSIGNOR, its successors, legal representatives and assigns, hereby covenants that it has full right to convey the entire right, title and interest herein sold, assigned, transferred and set over.

ASSIGNOR, its successors, legal representatives and assigns, hereby further covenants and agrees that the ASSIGNEE, its successors, legal representatives or assigns, may apply for foreign Letters Patent on said discovery or invention and claim the benefits of the International Convention, and that ASSIGNOR, its successors, legal representatives and assigns, will at any time, when called upon to do so by the ASSIGNEE, its successors, legal representatives or assigns, communicate to the ASSIGNEE, its successors, legal representatives or assigns, as the case may be, any facts known to ASSIGNOR, its successors, legal representatives and assigns, respecting said discovery or invention, and execute and deliver any and all lawful papers that may be necessary or desirable to perfect the title to the said discovery or invention, the said applications and the said Letters Patent in the ASSIGNEE, its successors, legal representatives and assigns, and that if reissues of the said Letters Patent or disclaimers relating thereto or divisions, continuations or re filings of the said applications or any thereof, shall hereafter be desired by the ASSIGNEE, its successors, legal representatives or assigns, ASSIGNOR, its successors, legal representatives and assigns, will, at any time, when called upon to do so by the ASSIGNEE its successors, legal representatives or assigns, sign all lawful papers, make all rightful oaths, execute and deliver all such disclaimers and all divisional, continuation and reissue applications so desired, and do all lawful acts requisite for the application for such reissues and the procuring thereof and for the filing of such disclaimers and such applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention or discovery in all countries, all without further compensation but at the expense of the ASSIGNEE, its successors, legal representatives and assigns.

ASSIGNOR:

INNERSCOPE RESEARCH, LLC

By: 
Geoff Gill

Date: 7/6/10

Its: Chief Financial Officer