

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Daniel A. Hill	10/18/2010
RECEIVING PARTY DATA	
Name:	Sensory Logic Inc.
Street Address:	1509 Marshall Street Northeast, Suite 400
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55413
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12856113
CORRESPONDENCE DATA	
Fax Number:	(612)340-8856
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	612-340-2600
Email:	IPDocket@Dorsey.com
Correspondent Name:	DORSEY & WHITNEY LLP INTELLECTUAL PROPER
Address Line 1:	SUITE 1500
Address Line 2:	50 SOUTH SIXTH STREET
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402-1498
ATTORNEY DOCKET NUMBER:	P191534.US.02
NAME OF SUBMITTER:	Jacquelyn K. Torborg
Total Attachments: 1 source=P191534US02assn#page1.tif	

OP \$40.00 12856113

ASSIGNMENT [Entity]	Attorney Docket No.: P191534.US.02	Page 1 of 1
	First Named Inventor: Daniel A. Hill	
	Title: Methods of Facial Coding Scoring for Optimally Identifying Consumers' Responses to Arrive at Effective, Incisive, Actionable Conclusions	

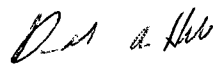
WHEREAS, I, Daniel A. Hill, residing at 1969 Stanford Avenue, St. Paul, MN 55105, have invented certain new and useful improvements as described in an application Methods of Facial Coding Scoring for Optimally Identifying Consumers' Responses to Arrive at Effective, Incisive, Actionable Conclusion for 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 Patent Application No. 12/856,113, filed on August 13, 2010; and

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, MN 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.

If the application number and filing date are unknown at the time of preparing this Assignment, 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

10/18/10
 (date)

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF Minnesota)
 : SS.
 COUNTY OF Hennepin)

Subscribed and sworn to before me, a Notary Public, this 18th day of October, 2010.

Karen M. Korba
 Notary Public

