

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>Richard Stephen Gamble</td><td>05/20/2011</td></tr><tr><td>Simon John Rowland</td><td>05/20/2011</td></tr></tbody></table>	Name	Execution Date	Richard Stephen Gamble	05/20/2011	Simon John Rowland	05/20/2011							
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RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>Customer Research Technology Limited</td></tr><tr><td>Street Address:</td><td>Business Innovation Centre</td></tr><tr><td>Internal Address:</td><td>Binley Business Park, Harry Weston Road</td></tr><tr><td>City:</td><td>Coventry, West Midlands</td></tr><tr><td>State/Country:</td><td>UNITED KINGDOM</td></tr><tr><td>Postal Code:</td><td>CV3 2TX</td></tr></table>	Name:	Customer Research Technology Limited	Street Address:	Business Innovation Centre	Internal Address:	Binley Business Park, Harry Weston Road	City:	Coventry, West Midlands	State/Country:	UNITED KINGDOM	Postal Code:	CV3 2TX	
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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>13063665</td></tr></tbody></table>	Property Type	Number	Application Number:	13063665									
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CORRESPONDENCE DATA													
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PATENT
REEL: 026338 FRAME: 0734

ASSIGNMENT

PARTIES TO THE ASSIGNMENT:

INVENTORS:

Richard Stephen Gamble
19 Station Avenue
Coventry
West Midlands
CV4 9HR
United Kingdom

Simon John Rowland
The Old Orchard
Station Road
Market Bosworth
Nuneaton
Warwickshire
CV13 0NR
United Kingdom

ASSIGNEE:

Customer Research Technology Limited
Business Innovation Centre
Binley Business Park
Harry Weston Road
Coventry, West Midlands
CV3 2TX
United Kingdom

BACKGROUND OF THIS ASSIGNMENT:

Inventors have conceived certain new and useful inventions disclosed in a United States patent application titled Touch Screen Survey Method and Apparatus, having U.S. Patent Application No. 13/063665, which was filed March 11, 2011.

Customer Research Technology Limited (hereinafter referred to as "ASSIGNEE") desires to acquire the entire right, title and interest in said inventions and with respect to

any Letters Patent that may be granted with respect to the inventions in both the United States and in all foreign countries.

THE PARTIES AGREE AS FOLLOWS:

In consideration of good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, INVENTORS have sold, assigned and transferred, and by these present do hereby sell, assign and transfer to ASSIGNEE the entire right, title and interest in the above-identified inventions and application and to any reissues, renewals, divisions or continuations of the application thereof, and hereby authorizes the Commissioner of Patents and Trademarks to issue such Letters Patent to ASSIGNEE for the sole use of ASSIGNEE, its successors or assigns.

INVENTORS further agree to execute, at the request and expense of ASSIGNEE, such other formal documents as may be required to fully convey the interest transferred herein and will similarly execute any patent application papers (foreign or domestic) required for the filing of any divisional, continuation, renewal or reissue of the patent application or resulting Letters Patent; and will generally do everything necessary or desirable to obtain and enforce proper protection for the inventions assigned hereby.


INVENTORS further assign to ASSIGNEE the whole right, title and interest in the inventions disclosed in the application throughout all countries foreign to the United States. ASSIGNEE is hereby authorized to apply for patents relating to the inventions in its own name in countries where such procedure is proper; to claim the benefit of the International Convention; to file and prosecute International Applications relating to the inventions under the Patent Cooperation Treaty; and to file and prosecute applications

relating to the inventions under the European Patent Convention. INVENTORS agree to execute applications relating to the inventions in those countries and under those conventions where it is necessary that the same be executed by the inventor, and to execute assignments of such applications and the resulting Letters Patent to ASSIGNEE as well as all other necessary papers in relation to such applications and Letters Patent. INVENTORS hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country as proof of the right of ASSIGNEE to apply for patent and other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

To be binding on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

Dated: _____

Signature: _____


Richard Stephen Gamble

State of _____)

) ss.

County of _____)

On this 20th day of MAY, 2011, before me, _____ (name and title of Notary Official), personally appeared Richard Stephen Gamble, known or identified to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed within the Assignment, and acknowledged to me that he/she executed the Assignment in his/her authorized capacity, and that by his/her signature on the Assignment, the person executed the Assignment.

SEAL

My Commission Expires: _____

Dated: _____

Signature: _____



Simon John Rowland

State of _____)

) ss

County of _____)

On this 20th day of MAY, 2011, before me, _____
(name and title of Notary

Official), personally appeared Simon John Rowland, known or identified to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed within the Assignment, and acknowledged to me that he/she executed the Assignment in his/her authorized capacity, and that by his/her signature on the Assignment, the person executed the Assignment.

SEAL

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