

**PATENT ASSIGNMENT**

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| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT   |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT   |
| <b>CONVEYING PARTY DATA</b>   |  |
| <b>Name</b>   | <b>Execution Date</b>  |
| TNC (US) Holdings Inc., a New York Corporation  | 08/02/2011   |
| <b>RECEIVING PARTY DATA</b>   |  |
| <b>Name:</b>  | The Nielsen Company (US), LLC., a Delaware Limited Liability Company |
| <b>Street Address:</b>  | 150 North Martingale Road  |
| <b>City:</b>  | Schaumburg   |
| <b>State/Country:</b>   | ILLINOIS   |
| <b>Postal Code:</b>   | 60173  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |
| <b>Property Type</b>  | <b>Number</b>  |
| <b>Application Number:</b>  | 12113863   |
| <b>CORRESPONDENCE DATA</b>  |  |
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| <b>ATTORNEY DOCKET NUMBER:</b>  | 20225/005  |
| <b>NAME OF SUBMITTER:</b>   | Sergio D. Filice   |
| <b>Total Attachments: 3</b><br>source=Assignment_TNC_Holdings_to_TNC_US_LLC#page1.tif<br>source=Assignment_TNC_Holdings_to_TNC_US_LLC#page2.tif<br>source=Assignment_TNC_Holdings_to_TNC_US_LLC#page3.tif |  |

**OP \$40.00 12113863**

# ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, TNC (US) Holdings Inc., a New York Corporation, having a place of business at 770 Broadway, New York, New York, 10003 (hereinafter "Assignor") hereby assigns to The Nielsen Company (US), LLC., a Delaware Limited Liability Company, having a place of business at 150 North Martingale Road, Schaumburg, Illinois 60173, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements disclosed in the patents and/or applications for Letters Patent identified in the attached Exhibit A, and in said patents, patent applications and any and all other patent applications, both United States, international and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof. This assignment includes all priority rights and rights to claim priority.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

WITNESS my hand this 2nd day of August, 2011.

TNC (US) Holdings, Inc.

By:

  
Gene Potkay  
Senior Vice President, Intellectual Property

The Nielsen Company (US), LLC.

By:

  
Gene Potkay  
Senior Vice President, Intellectual Property

EXHIBIT A

| Patent Number | Country     | Application Number | Application Date | Title   |
|---------------|-------------|--------------------|------------------|---|
| 20225/001CN   | China P.R.  | 200880017883.X     | 3/26/2008        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS   |
| 20225/001EP   | EP          | 8744383.4          | 3/26/2008        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS   |
| 20225/001IL   | Israel      | 201187             | 3/26/2008        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS   |
| 20225/001IN   | India       | 6145/CHENP/2009    | 3/26/2008        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS   |
| 20225/001JP   | Japan       | 2010-501190        | 3/26/2008        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS   |
| 20225/001KR   | Korea South | 10-2009-7022551    | 3/26/2008        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS   |
| 20225/001US   | US          | 12/056,190         | 3/26/2008        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA |
| 20225/001WO   | PCT         | PCT/US2008/058264  | 3/26/2008        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS   |
| 20225/001PUS  | US          | 60/908,742         | 3/29/2007        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS   |
| 20225/002US   | US          | 12/056,211         | 3/26/2008        | PROTOCOL GENERATOR AND PRESENTER DEVICE FOR ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS                               |
| 20225/003US   | US          | 12/056,221         | 3/26/2008        | INTRA-MODALITY SYNTHESIS OF CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA                                 |
| 20225/004US   | US          | 12/056,225         | 3/26/2008        | CROSS-MODALITY SYNTHESIS OF CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA                                 |
| 20225/005EP   | EP          | 8747389.8          | 5/1/2008         | NEURO-INFORMATICS REPOSITORY SYSTEM   |
| 20225/005JP   | Japan       | 2010-506646        | 5/1/2008         | NEURO-INFORMATICS REPOSITORY SYSTEM   |
| 20225/005US   | US          | 12/113,863         | 5/1/2008         | NEURO-INFORMATICS REPOSITORY SYSTEM   |
| 20225/005WO   | PCT         | PCT/US2008/062273  | 5/1/2008         | NEURO-INFORMATICS REPOSITORY SYSTEM   |
| 20225/005P    | US          | 60/915,161         | 5/1/2007         | NEURO-INFORMATICS REPOSITORY SYSTEM   |
| 20225/006US   | US          | 12/113,870         | 5/1/2008         | NEURO-FEEDBACK BASED STIMULUS COMPRESSION DEVICE  |
| 20225/006PUS  | US          | 60/915,228         | 5/1/2007         | NEURO-FEEDBACK BASED STIMULUS COMPRESSION DEVICE  |
| 20225/007US   | US          | 12/122,240         | 5/16/2008        | HABITUATION ANALYZER DEVICE UTILIZING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM AND EFFECTOR SYSTEM MEASUREMENTS         |
| 20225/007PUS  | US          | 60/938,281         | 5/16/2007        | HABITUATION ANALYZER DEVICE UTILIZING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM AND EFFECTOR SYSTEM MEASUREMENTS         |
| 20225/008US   | US          | 12/122,253         | 5/16/2008        | AUDIENCE RESPONSE MEASUREMENT AND TRACKING SYSTEM   |
| 20225/008PUS  | US          | 60/938,283         | 5/16/2007        | AUDIENCE RESPONSE MEASUREMENT AND TRACKING SYSTEM   |
| 20225/009US   | US          | 12/122,262         | 5/16/2008        | NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM   |
| 20225/009PUS  | US          | 60/938,286         | 5/16/2007        | NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM   |
| 20225/010CN   | China P.R.  | 200880019166.1     | 6/6/2008         | MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS                                |
| 20225/010EP   | EP          | 8770372.4          | 6/6/2008         | MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS                                |
| 20225/010IN   | India       | 6723/CHENP/2009    | 6/6/2008         | MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS                                |
| 20225/010US   | US          | 12/135,066         | 6/6/2008         | MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS                                |
| 20225/010WO   | PCT         | PCT/US2008/066166  | 6/6/2008         | MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS                                |
| 20225/010PUS  | US          | 60/942,279         | 6/6/2007         | MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS                                |
| 20225/011US   | US          | 12/135,074         | 6/6/2008         | AUDIENCE RESPONSE ANALYSIS USING SIMULTANEOUS ELECTROENCEPHALOGRAPHY (EEG) AND FUNCTIONAL MAGNETIC RESONANCE IMAGING            |
| 20225/011PUS  | US          | 60/942,283         | 6/6/2007         | AUDIENCE RESPONSE ANALYSIS USING SIMULTANEOUS ELECTROENCEPHALOGRAPHY (EEG) AND FUNCTIONAL MAGNETIC RESONANCE IMAGING            |
| 20225/012US   | US          | 12/182,851         | 7/30/2008        | ENTITY AND RELATIONSHIP ASSESSMENT AND EXTRACTION USING NEURO-RESPONSE MEASUREMENTS   |
| 20225/012PUS  | US          | 60/952, 710        | 7/30/2007        | ENTITY AND RELATIONSHIP ASSESSMENT AND EXTRACTION USING NEURO-RESPONSE MEASUREMENTS   |
| 20225/013CN   | China P.R.  | 200880101500.7     | 7/30/2008        | NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR  |
| 20225/013EP   | EP          | 8796890.5          | 7/30/2008        | NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR  |
| 20225/013IL   | Israel      | 203176             | 7/30/2008        | NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR  |
| 20225/013IN   | India       | 4438/KOLNP/2009    | 7/30/2008        | NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR  |
| 20225/013JP   | Japan       | 2010-520159        | 7/30/2008        | NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR  |
| 20225/013KR   | Korea North | 10-2010-7001406    | 7/30/2008        | NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR  |
| 20225/013US   | US          | 12/182,874         | 7/30/2008        | NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR  |
| 20225/013WO   | PCT         | PCT/US2008/071639  | 7/30/2008        | NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR  |
| 20225/013PUS  | US          | 60/952,723         | 7/30/2007        | NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR  |
| 20225/014US   | US          | 12/199,557         | 8/27/2008        | STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS   |
| 20225/014PUS  | US          | 60/968,558         | 8/28/2007        | STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS   |
| 20225/015CN   | China P.R.  | 200880104982.1     | 8/27/2008        | CONSUMER EXPERIENCE ASSESSMENT SYSTEM   |
| 20225/015EP   | EP          | 8798799.6          | 8/27/2008        | CONSUMER EXPERIENCE ASSESSMENT SYSTEM   |
| 20225/015IL   | Israel      | 203177             | 8/27/2008        | CONSUMER EXPERIENCE ASSESSMENT SYSTEM   |
| 20225/015IN   | India       | 4441/KOLNP/2009    | 8/27/2008        | CONSUMER EXPERIENCE ASSESSMENT SYSTEM   |
| 20225/015JP   | Japan       | 2010-253112        | 8/27/2008        | CONSUMER EXPERIENCE ASSESSMENT SYSTEM   |
| 20225/015KR   | Korea South | 10-2010-7003052    | 8/27/2008        | CONSUMER EXPERIENCE ASSESSMENT SYSTEM   |
| 20225/015US   | US          | 12/199,583         | 8/27/2008        | CONSUMER EXPERIENCE ASSESSMENT SYSTEM   |
| 20225/015WO   | PCT         | PCT/US2008/074467  | 8/27/2008        | CONSUMER EXPERIENCE ASSESSMENT SYSTEM   |
| 20225/015PUS  | US          | 60/968,560         | 8/28/2007        | CONSUMER EXPERIENCE ASSESSMENT SYSTEM   |
| 20225/016PUS  | US          | 60/968,563         | 8/28/2007        | CONSUMER EXPERIENCE PORTRAYAL EFFECTIVENESS ASSESSMENT SYSTEM   |
| 20225/016US   | US          | 12/199,596         | 8/27/2008        | CONSUMER EXPERIENCE PORTRAYAL EFFECTIVENESS ASSESSMENT SYSTEM   |
| 20225/017US   | US          | 12/200,813         | 8/28/2008        | CONTENT BASED SELECTION AND META TAGGING OF ADVERTISEMENT BREAKS  |
| 20225/017PUS  | US          | 60/968,567         | 8/29/2007        | CONTENT BASED SELECTION AND META TAGGING OF ADVERTISEMENT BREAKS  |

EXHIBIT A

| Patent Number | Country     | Application Number | Application Date | Title  |
|---------------|-------------|--------------------|------------------|--|
| 20225/018US   | US          | 12/234,372         | 9/19/2008        | PERSONALIZED CONTENT DELIVERY USING NEURO-RESPONSE PRIMING DATA                      |
| 20225/018PUS  | US          | 60/973,856         | 9/20/2007        | PERSONALIZED CONTENT DELIVERY USING NEURO-RESPONSE PRIMING DATA                      |
| 20225/019US   | US          | 12/135,069         | 6/6/2008         | INCENTED RESPONSE ASSESSMENT AT A POINT OF TRANSACTION                               |
| 20225/019PUS  | US          | 60/942,311         | 6/6/2007         | INCENTED RESPONSE ASSESSMENT AT A POINT OF TRANSACTION                               |
| 20225/020US   | US          | 12/234,388         | 9/19/2008        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING MAGNETOENCEPHALOGRAPHY   |
| 20225/020PUS  | US          | 60/973,917         | 9/20/2007        | ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING MAGNETOENCEPHALOGRAPHY   |
| 20225/021US   | US          | 12/357,302         | 1/21/2009        | METHODS AND APPARATUS FOR PROVIDING VIDEO WITH EMBEDDED MEDIA                        |
| 20225/022US   | US          | 12/357,315         | 1/21/2009        | METHODS AND APPARATUS FOR PROVIDING ALTERNATE MEDIA FOR VIDEO DECODERS               |
| 20225/022WO   | PCT         | PCT/US2010/021535  | 1/20/2010        | METHODS AND APPARATUS FOR PROVIDING ALTERNATE MEDIA FOR VIDEO DECODERS               |
| 20225/023US   | US          | 12/357,322         | 1/21/2009        | METHODS AND APPARATUS FOR PROVIDING PERSONALIZED MEDIA IN VIDEO                      |
| 20225/024CN   | China P.R.  |                    |                  | BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA                                     |
| 20225/024EP   | EP          | 9832315.7          | 11/20/2009       | BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA                                     |
| 20225/024IL   | Israel      | 213459             | 11/20/2009       | BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA                                     |
| 20225/024IN   | India       | 2574/KOLNP/2011    | 11/20/2009       | BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA                                     |
| 20225/024JP   | Japan       | TBA                | 11/20/2009       | BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA                                     |
| 20225/024KR   | Korea South | 10-2011-7015964    | 11/20/2009       | BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA                                     |
| 20225/024US   | US          | 12/544,921         | 8/20/2009        | BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA                                     |
| 20225/024WO   | PCT         | PCT/US2009/065368  | 11/20/2009       | BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA                                     |
| 20225/024PUS  | US          | 61/120,938         | 12/9/2008        | BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA                                     |
| 20225/025US   | US          | 12/544,934         | 8/20/2009        | EEG TRIGGERED FMRI SIGNAL ACQUISITION  |
| 20225/026US   | US          | 12/391,915         | 2/24/2009        | NEUROLOGICALLY INFORMED MORPHING   |
| 20225/027US   | US          | 12/391,891         | 2/24/2009        | PERSONALIZED MEDIA MORPHING  |
| 20225/028US   | US          | 12/546,586         | 8/24/2009        | DRY ELECTRODES FOR ELECTROENCEPHALOGRAPHY  |
| 20225/029US   | US          | 12/544,958         | 8/20/2009        | DISTRIBUTED NEURO-RESPONSE DATA COLLECTION AND ANALYSIS                              |
| 20225/029USC1 | US          | 12/846,242         | 7/29/2010        | DISTRIBUTED NEURO-RESPONSE DATA COLLECTION AND ANALYSIS                              |
| 20225/030US   | US          | 12/410,380         | 3/24/2009        | NEUROLOGICAL PROFILES FOR MARKET MARCHING AND STIMULUS PRESENTATION                  |
| 20225/031US   | US          | 12/410,372         | 3/24/2009        | PRESENTATION MEASURE USING NEUROGRAPHICS   |
| 20225/032US   | US          | 12/413,297         | 3/27/2009        | PERSONALIZED STIMULUS PLACEMENT IN VIDEO GAMES                                       |
| 20225/033EP   | EP          | 10173095           | 8/17/2010        | ANALYSIS OF THE MIRROR NEURON SYSTEM FOR EVALUATION OF STIMULUS                      |
| 20225/033JP   | Japan       | 2010-184499        | 8/20/2010        | ANALYSIS OF THE MIRROR NEURON SYSTEM FOR EVALUATION OF STIMULUS                      |
| 20225/033US   | US          | 12/545,455         | 8/21/2009        | ANALYSIS OF THE MIRROR NEURON SYSTEM FOR EVALUATION OF STIMULUS                      |
| 20225/034US   | US          | 12/608,660         | 10/29/2009       | ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL |
| 20225/035CN   | China P.R.  | 2010010602628      | 10/28/2010       | GENERATING RATINGS PREDICTIONS USING NEURO-RESPONSE DATA                             |
| 20225/035EP   | EP          | 10189294.1         | 10/28/2010       | GENERATING RATINGS PREDICTIONS USING NEURO-RESPONSE DATA                             |
| 20225/035IN   | India       | 1181/KOL/2010      | 10/26/2010       | GENERATING RATINGS PREDICTIONS USING NEURO-RESPONSE DATA                             |
| 20225/035US   | US          | 12/608,685         | 10/29/2009       | GENERATING RATINGS PREDICTIONS USING NEURO-RESPONSE DATA                             |
| 20225/036US   | US          | 12/608,696         | 10/29/2009       | INTRACLUSTER CONTENT MANAGEMENT USING NEURO-RESPONSE PRIMING DATA                    |
| 20225/037US   | US          |                    |                  | ADVERTISEMENT EXCHANGE   |
| 20225/038US   | US          | 12/622,292         | 11/19/2009       | ADVERTISEMENT EXCHANGE USING NEURO-RESPONSE DATA                                     |
| 20225/038WO   | PCT         | PCT/US2010/055880  | 11/8/2010        | ADVERTISEMENT EXCHANGE USING NEURO-RESPONSE DATA                                     |
| 20225/039US   | US          | 12/622,312         | 11/19/2009       | MULTIMEDIA ADVERTISEMENT EXCHANGE  |
| 20225/039WO   | PCT         | PCT/US2010/055881  | 11/8/2010        | MULTIMEDIA ADVERTISEMENT EXCHANGE  |
| 20225/040US   | US          | 12/731,868         | 3/25/2010        | DISCRETE CHOICE MODELING USING NEURO-RESPONSE DATA                                   |
| 20225/041PUS  | US          | 61/314,939         | 3/17/2010        | NEUROLOGICAL SENTIMENT TRACKING SYSTEM   |
| 20225/041US   | US          | 13/045,457         | 3/10/2011        | NEUROLOGICAL SENTIMENT TRACKING SYSTEM   |
| 20225/042US   | US          | 12/778,810         | 5/12/2010        | MECHANISMS FOR COLLECTING ELECTROENCEPHALOGRAPHY DATA                                |
| 20225/043US   | US          | 12/778,828         | 5/12/2010        | NEURO-RESPONSE DATA SYNCHRONIZATION  |
| 20225/044PUS  | US          | 61/332,883         | 5/10/2010        | METHODS AND APPARATUS FOR PROVIDING ADVOCACY AS ADVERTISEMENT                        |
| 20225/044US   | US          | 13/104,821         | 5/10/2011        | METHODS AND APPARATUS FOR PROVIDING ADVOCACY AS ADVERTISEMENT                        |
| 20225/045PUS  | US          | 61/332,887         | 5/10/2010        | METHODS AND APPARATUS FOR PROVIDING REMUNERATION FOR ADVOCACY                        |
| 20225/045US   | US          | 13/104,840         | 5/10/2011        | METHODS AND APPARATUS FOR PROVIDING REMUNERATION FOR ADVOCACY                        |
| 20225/046US   | US          | 12/853,197         | 8/9/2010         | NEURO-RESPONSE EVALUATED STIMULUS IN VIRTUAL REALITY ENVIRONMENTS                    |
| 20225/047US   | US          | 12/884,034         | 9/16/2010        | BIOMETRIC AWARE CONTENT PRESENTATION   |
| 20225/048US   | US          | 12/868,531         | 8/25/2010        | EFFECTIVE VIRTUAL REALITY ENVIRONMENTS FOR PRESENTATION OF MARKETING MATERIALS       |
| 20225/049US   | US          | 12/913,102         | 10/27/2010       | NEURO-RESPONSE POST-PURCHASE ASSESMENT   |
| 20225/050US   | US          | 12/853,213         | 8/9/2010         | LOCATION AWARE PRESENTATION OF STIMULUS MATERIAL                                     |
| 20225/051PUS  | US          | 61/388,495         | 9/30/2010        | INTELLIGENT INTERFACES BASED ON NEUROLOGICAL AND PHYSIOLOGICAL MEASURES              |
| 20225/051US   | US          |                    |                  | INTELLIGENT INTERFACES BASED ON NEUROLOGICAL AND PHYSIOLOGICAL MEASURES              |
| 20225/052PUS  | US          | 61/389,069         | 10/1/2010        | NEUROLOGICAL MATCHING SYSTEM   |
| 20225/052US   | US          |                    |                  | NEUROLOGICAL MATCHING SYSTEM   |
| 20225/053PUS  | US          | 61/409,876         | 11/3/2010        | EFFECTIVE DATA PRESENTATION IN SOCIAL NETWORKS                                       |
| 20225/053US   | US          |                    |                  | EFFECTIVE DATA PRESENTATION IN SOCIAL NETWORKS                                       |
| 20225/054PUS  | US          | 61/409,880         | 11/3/2010        | LOCATION AWARE ADVOCACY  |
| 20225/054US   | US          |                    |                  | LOCATION AWARE ADVOCACY  |
| 20225/055PUS  | US          | 61/417,137         | 11/24/2010       | MEDIA EFFECTIVENESS ASSESSMENT USING NEURO-RESPONSE MEASURES                         |
| 20225/056US   | US          | 13/111,733         | 5/19/2011        | METHODS AND APPARATUS FOR NICOTINE DELIVERY REDUCTION                                |
| 20225/057US   | US          | 13/105,774         | 5/11/2011        | MARKETING MATERIAL ENHANCED WAIT STATES  |
| 20225/058US   | US          |                    |                  | LIGHT AMPLIFICATION  |