

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                                                                                                                                                         |                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| SUBMISSION TYPE:                                                                                                                                                        | NEW ASSIGNMENT                                 |
| NATURE OF CONVEYANCE:                                                                                                                                                   | MERGER                                         |
| EFFECTIVE DATE:                                                                                                                                                         | 04/28/2011                                     |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                             |                                                |
| Name                                                                                                                                                                    | Execution Date                                 |
| NeuroFocus, Inc.                                                                                                                                                        | 04/28/2011                                     |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                             |                                                |
| Name:                                                                                                                                                                   | TNC (US) Holdings Inc., a New York Corporation |
| Street Address:                                                                                                                                                         | 770 Broadway                                   |
| City:                                                                                                                                                                   | New York                                       |
| State/Country:                                                                                                                                                          | NEW YORK                                       |
| Postal Code:                                                                                                                                                            | 10003                                          |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                                                                        |                                                |
| Property Type                                                                                                                                                           | Number                                         |
| Application Number:                                                                                                                                                     | 12199596                                       |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                              |                                                |
| Fax Number:                                                                                                                                                             | (312)580-9696                                  |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>                                                                                    |                                                |
| Phone:                                                                                                                                                                  | 312-580-1020                                   |
| Email:                                                                                                                                                                  | sflice@hfzlaw.com                              |
| Correspondent Name:                                                                                                                                                     | Hanley, Flight & Zimmerman, LLC                |
| Address Line 1:                                                                                                                                                         | 150 S. Wacker Drive                            |
| Address Line 2:                                                                                                                                                         | Suite 2100                                     |
| Address Line 4:                                                                                                                                                         | Chicago, ILLINOIS 60606                        |
| ATTORNEY DOCKET NUMBER:                                                                                                                                                 | 20225/016                                      |
| NAME OF SUBMITTER:                                                                                                                                                      | Sergio D. Filice                               |
| Total Attachments: 25<br>source=Merger_Agreement_Neuro_to_TNC_Inc_Redacted_Agreement#page1.tif<br>source=Merger_Agreement_Neuro_to_TNC_Inc_Redacted_Agreement#page2.tif |                                                |

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**REDACTED**

**EXECUTION VERSION**

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**AGREEMENT AND PLAN OF MERGER**

by and among

**NEUROFOCUS, INC.,**

**ANANTHA PRADEEP,**

**CAROLINE WINNETT,**

**ROBERT KNIGHT,**

**RAMACHANDRAN GURUMOORTHY,**

**KNIGHT AND SCABINI 2007 TRUST**

**TNC (US) HOLDINGS, INC.**

and

**NF MERGERSUB, INC.**

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Dated as of April 28, 2011

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## **AGREEMENT AND PLAN OF MERGER**

This **AGREEMENT AND PLAN OF MERGER**, dated as of April 28, 2011 (this “Agreement”), by and among TNC (US) HOLDINGS, INC., a New York corporation (the “Purchaser”), NF MERGERSUB, INC., a California corporation (“Merger Sub”), NEUROFOCUS, INC., a California corporation (the “Company”), ANANTHA PRADEEP (“Pradeep”), CAROLINE WINNETT (“Winnett”), ROBERT KNIGHT (“Robert Knight”), KNIGHT AND SCABINI 2007 TRUST (a trust controlled by Robert Knight, and for purposes of this Agreement such trust and Robert Knight shall together be referred to herein, as applicable, as “Knight”), and RAMACHANDRAN GURUMOORTHY (“Gurumoorthy”; and together with Pradeep, Winnett and Knight, each a “Principal Shareholder” and collectively, the “Principal Shareholders”). Certain terms used in this Agreement and not defined in the body of this Agreement have the meanings given to such terms in Section 10.1.

**WITNESSETH:**

**WHEREAS**, the Principal Shareholders own an aggregate of [REDACTED] shares of the issued and outstanding shares of common stock, having no par value per share (the “Common Stock”) of the Company, which constitutes [REDACTED] of the issued and outstanding capital stock of the Company on a Fully Diluted Basis;

**WHEREAS**, Purchaser owns [REDACTED] shares of the Common Stock, constituting [REDACTED] of the issued and outstanding shares of the Common Stock on a Fully Diluted Basis; **Redacted**

**WHEREAS**, the shareholders of the Company (other than the Principal Shareholders and Purchaser) listed on **Annex A** hereto (the “Other Shareholders”, and together with the Principal Shareholders and Purchaser, the “Shareholders”) own an aggregate of [REDACTED] shares of the Common Stock, which constitutes [REDACTED] of the issued and outstanding shares of the Common Stock on a Fully Diluted Basis; **Redacted**

**Redacted**

**Redacted**

**WHEREAS**, the Company is engaged in the business of providing (by itself and through its subsidiaries) services relating to “neuro-marketing” and “neuro-design”, consumer behavior, reaction and auto-response research and analysis in connection with marketing, branding, product development, packaging, in-store marketing, entertainment and other marketing channels (the “Business”);

**WHEREAS**, the Purchaser wishes to acquire 100% of the issued and outstanding shares of capital stock of the Company that it does not own by purchasing all of the Common Stock held by the non-Purchaser Equityholders and to provide for the termination of all outstanding Options to acquire shares of capital stock of the Company;

**WHEREAS**, the Purchaser owns 100% of the issued and outstanding shares of capital stock of Merger Sub;

[REDACTED] Redacted

[REDACTED] Redacted

[REDACTED] Redacted

[REDACTED] Redacted

[REDACTED] Redacted

**NOW, THEREFORE**, in consideration of the mutual covenants and agreements set forth in this Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties do hereby agree as follows:

## ARTICLE I

### MERGER

**Section 1.1 The Merger.** On the terms and subject to the conditions set forth in this Agreement, and in accordance with the CGCL, Merger Sub shall be merged with and into the Company, effective as of the Effective Time (as such term is defined in Section 1.2 below). Following the Merger, the separate corporate existence of Merger Sub shall cease and the Company shall continue as the surviving corporation (the "Surviving Corporation") and shall succeed to and assume all of the rights and obligations of Merger Sub in accordance with the CGCL.

**Section 1.2 Effective Time.** At the Closing, the parties hereto shall cause the Merger to be consummated by executing and filing an agreement of merger (the "Agreement of Merger") with the Secretary of State of the State of California in substantially the form attached hereto as **Exhibit D** and in accordance with the relevant provisions of the CGCL (the date and time of acceptance of the filing of the Agreement of Merger by the Secretary of State of the State of California, or such later time as is specified in the Agreement of Merger, being the "Effective Time") and shall make all other filings or recordings required under the CGCL in connection with the Merger.

**Section 1.3 Effect of the Merger.** At and after the Effective Time, the effects of the Merger shall be as provided in this Agreement, the Agreement of Merger and the applicable provisions of the CGCL. Without limiting the generality of the foregoing, and subject thereto, at the Effective Time, all the rights and property of Merger Sub and the Company shall vest in the Surviving Corporation, and all debts and liabilities of Merger Sub and the Company shall become the debts and liabilities of the Surviving Corporation.

[REDACTED]

[REDACTED] Redacted

[REDACTED] Redacted

[REDACTED] Redacted

[REDACTED]

Redacted

[REDACTED]

Redacted

[REDACTED]

Redacted

**Section 3.13 Intellectual Properties.** Schedule 3.13 sets forth a true, accurate and complete list of all (a) patents, patent applications, registered trademarks, applications for

registered trademarks, registered service marks, applications for registered service marks, registered copyrights and applications for registered copyrights which are used in connection with the Business (the "Registered IP") , and (b) all unregistered trademarks, unregistered service marks and unregistered copyrights which are used in connection with the Business (the "Unregistered IP") .

Redacted

ARTICLE X

DEFINITIONS; RULES OF CONSTRUCTION

**Section 10.1 Definitions.** When used in this Agreement, each of the terms and words set forth in this Section 10.1 shall have the meanings given below; other terms are defined throughout the body of this Agreement:

[REDACTED]

Redacted

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Redacted

[REDACTED]

[REDACTED]

Redacted

[REDACTED]  
[REDACTED]  
[REDACTED] Redacted

"Intellectual Property" means and shall include, without limitation, any or all of the following and all rights associated therewith, all United States and foreign (as applicable): (a) patents, and applications therefor, and all reissues, reexaminations, divisions, renewals, extensions, continuations and continuations-in-part thereof; (b) inventions (whether patentable or not), invention disclosures and improvements; (c) trade secrets, confidential and proprietary information, know how, technology, technical data, customer lists, financial and marketing data, pricing and cost information, business and marketing plans, databases and compilations of data, rights of privacy and publicity, and all documentation relating to any of the foregoing; (d) copyrights, copyright registrations and applications therefor, unregistered copyrights, the content of all World Wide Web sites and all other rights corresponding thereto throughout the world; (e) mask works, mask work registrations and applications therefor; (f) industrial designs and any registrations and applications therefor; (g) trade names, corporate names, logos, trade dress, common law trademarks and service marks, trademark and service mark registrations and applications therefor and all goodwill associated therewith; (h) Internet domain names and Web sites, including all software and applications, and all components and/or modules thereof used in connection therewith; and (i) computer software including all source code, object code, firmware, development tools, files, records and data.

"Intellectual Property of the Company" means any Intellectual Property that is: (a) owned by or exclusively licensed to the Company or its subsidiaries, including Registered IP and Unregistered IP, or (b) used in the operation of the Business (including the design, manufacture and use of the products and services of the Company and its subsidiaries) as it currently is operated, but shall not include any Off-the-Shelf Software or any rights in or to materials created for clients as "work-made-for-hire" or which are subject to an assignment in favor of clients of the Company or its subsidiaries.

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] Redacted

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] Redacted

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] Redacted

IN WITNESS WHEREOF, the parties hereto have executed this Agreement and Plan of Merger, on the day and year first above written.

TNC (US) HOLDINGS, INC.

By: Harris Black

Name: Harris Black

Title: Vice President

NF MERGERSUB, INC.

By: \_\_\_\_\_

Name: Thomas Mastrelli

Title: President

NEUROFOCUS, INC.

By: \_\_\_\_\_

Name:

Title:

IN WITNESS WHEREOF, the parties hereto have executed this Agreement and Plan of Merger, on the day and year first above written.

TNC (US) HOLDINGS, INC.

By: \_\_\_\_\_  
Name: Harris Black  
Title: Vice President

NF MERGERSUB, INC.

By: Thomas B. Mastrelli  
Name: Thomas Mastrelli  
Title: President

NEUROFOCUS, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

IN WITNESS WHEREOF, the parties hereto have executed this Agreement and Plan of Merger, on the day and year first above written.

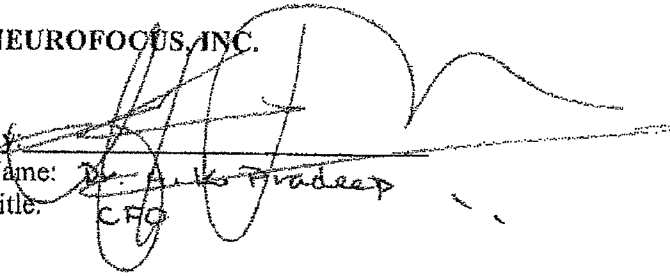
TNC (US) HOLDINGS, INC.

By: \_\_\_\_\_  
Name:  
Title:

NF MERGERSUB, INC.

By: \_\_\_\_\_  
Name:  
Title:

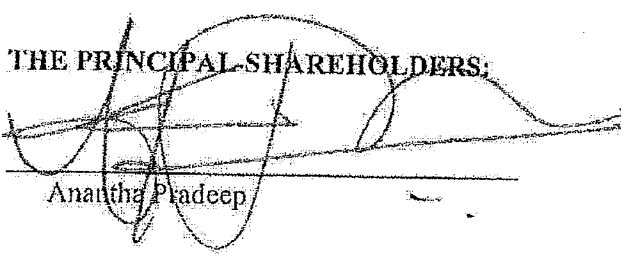
NEUROFOCUS, INC.

By:   
Name: Dr. A. K. Pradeep  
Title: CFO

SIGNATURE PAGE TO AGREEMENT AND PLAN OF MERGER

PATENT  
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**THE PRINCIPAL SHAREHOLDERS:**



\_\_\_\_\_  
Anantha Pradeep

\_\_\_\_\_  
Caroline Winnett

\_\_\_\_\_  
Robert Knight

\_\_\_\_\_  
Ramachandran Gurumoorthy

**KNIGHT AND SCABINI 2007 TRUST**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**THE PRINCIPAL SHAREHOLDERS:**

\_\_\_\_\_  
Anantha Pradeep

\_\_\_\_\_  
Caroline Winnett

\_\_\_\_\_  
Robert Knight

\_\_\_\_\_  
Ramachandran Gurumoorthy

**KNIGHT AND SCABINI 2007 TRUST**

By: \_\_\_\_\_

Name: \_\_\_\_\_

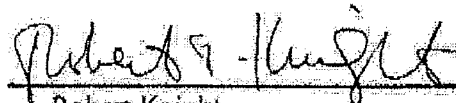
Title: \_\_\_\_\_

**SIGNATURE PAGE TO AGREEMENT AND PLAN OF MERGER**

**THE PRINCIPAL SHAREHOLDERS:**

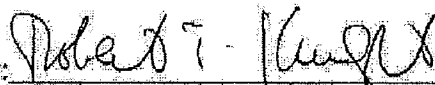
\_\_\_\_\_  
Anantha Pradeep

\_\_\_\_\_  
Caroline Winnett

\_\_\_\_\_  
  
Robert Knight

\_\_\_\_\_  
Ramachandran Gurumoorthy

**KNIGHT AND SCABINI 2007 TRUST**

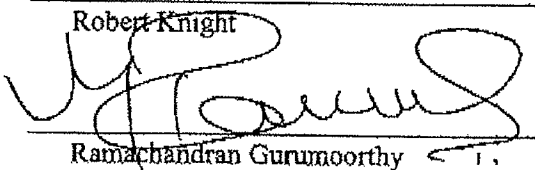
By:   
Name: Robert T. KNIGHT  
Title: Trustee

**THE PRINCIPAL SHAREHOLDERS:**

\_\_\_\_\_  
Anantha Pradeep

\_\_\_\_\_  
Caroline Winnett

\_\_\_\_\_  
Robert Knight

  
\_\_\_\_\_  
Ramachandran Gurumoorthy

**KNIGHT AND SCABINI 2007 TRUST**

By: \_\_\_\_\_

Name:

Title:

### Section 3.13 Intellectual Properties

#### Registered IP

NeuroFocus owns the Patent “NeuroImaging as a Marketing Tool,” U.S. Patent # 6,099,319 (the “fMRI Patent”), in addition to making the following applications:

| <b>Docket Number</b>    | <b>Title</b>                                                                                                                    | <b>Serial Number</b> | <b>Status</b> |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------|
| NFCSP001US <sup>1</sup> | Analysis Of Marketing And Entertainment Effectiveness Using Central Nervous System, Autonomic Nervous System, And Effector Data | 12/056,190           | Published     |
| NFCSP001CN              | Analysis Of Marketing And Entertainment Effectiveness                                                                           | 200880017883.X       | Published     |
| NFCSP001EP              | Analysis Of Marketing And Entertainment Effectiveness                                                                           | 8744383.4            | Published     |
| NFCSP001IL              | Analysis Of Marketing And Entertainment Effectiveness                                                                           | 201187               | Pending       |
| NFCSP001IN              | Analysis Of Marketing And Entertainment Effectiveness                                                                           | 6145/CHENp/2009      | Pending       |
| NFCSP001JP              | Analysis Of Marketing And Entertainment Effectiveness                                                                           | 2010-501190          | Published     |
| NFCSP001KR              | Analysis Of Marketing And Entertainment Effectiveness                                                                           | 2009-7022551         | Pending       |
| NFCSP002US              | Protocol Generator And Presenter Device For Analysis Of Marketing And Entertainment Effectiveness                               | 12/056,211           | Published     |
| NFCSP003US              | Intra-Modality Synthesis Of Central Nervous System, Autonomic Nervous System, And Effector Data                                 | 12/056,221           | Published     |

<sup>1</sup> All Docket Numbers ending in “US” refer to U.S. patent applications.

|            |                                                                                                                         |                |           |
|------------|-------------------------------------------------------------------------------------------------------------------------|----------------|-----------|
| NFCSP004US | Cross-Modality Synthesis Of Central Nervous System, Autonomic Nervous System, And Effector Data                         | 12/056,225     | Published |
| NFCSP005US | Neuro-Informatics Repository System                                                                                     | 12/113,863     | Published |
| NFCSP005EP | Neuro-Informatics Repository System                                                                                     | 08747389.8     | Published |
| NFCSP005JP | Neuro-Informatics Repository System                                                                                     | 2010-506646    | Published |
| NFCSP006US | Neuro-Feedback Based Stimulus Compression Device                                                                        | 12/113,870     | Published |
| NFCSP007US | Habituation Analyzer Device Utilizing Central Nervous System, Autonomic Nervous System And Effector System Measurements | 12/122,240     | Published |
| NFCSP008US | Audience Response Measurement And Tracking System                                                                       | 12/122,253     | Published |
| NFCSP009US | Neuro-Physiology And Neuro-Behavior Based Stimulus Targeting System                                                     | 12/122,262     | Published |
| NFCSP010US | Multi-Market Program And Commercial Response Monitoring System Using Neuro-Response Measurements                        | 12/135,066     | Published |
| NFCSP010CN | Multi-Market Program And Commercial Response Monitoring System Using Neuro-Response Measurements                        | 200880019166.0 | Published |
| NFCSP010EP | Multi-Market Program And Commercial Response Monitoring System Using Neuro-Response Measurements                        | 08770372.4     | Published |

|            |                                                                                                                             |                 |           |
|------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------|-----------|
| NFCSP010IN | Multi-Market Program And Commercial Response Monitoring System Using Neuro-Response Measurements                            | 6723/CHENP/2009 | Published |
| NFCSP011US | Audience Response Analysis Using Simultaneous Electroencephalography (EEG) And Functional Magnetic Resonance Imaging (fMRI) | 12/135,074      | Published |
| NFCSP012US | Entity And Relationship Assessment And Extraction Using Neuro-Response Measurements                                         | 12/182,851      | Published |
| NFCSP013US | Neuro-Response Stimulus And Stimulus Attribute Resonance Estimator                                                          | 12/182,874      | Published |
| NFCSP013CN | Neuro-Response Stimulus And Stimulus Attribute Resonance Estimator                                                          | 200880101500.7  | Published |
| NFCSP013EP | Neuro-Response Stimulus And Stimulus Attribute Resonance Estimator                                                          | 08796890.5      | Published |
| NFCSP013IL | Neuro-Response Stimulus And Stimulus Attribute Resonance Estimator                                                          | 203176          | Pending   |
| NFCSP013IN | Neuro-Response Stimulus And Stimulus Attribute Resonance Estimator                                                          | 4438/KOLNP/2009 | Pending   |
| NFCSP013JP | Neuro-Response Stimulus And Stimulus Attribute Resonance Estimator                                                          | 2010-520159     | Published |
| NFCSP013KR | Neuro-Response Stimulus And Stimulus Attribute Resonance Estimator                                                          | 2010-7001406    | Pending   |

|            |                                                                                    |                     |           |
|------------|------------------------------------------------------------------------------------|---------------------|-----------|
| NFCSP014US | Stimulus Placement System Using Subject Neuro-Response Measurements                | 12/199,557          | Published |
| NFCSP015US | Consumer Experience Assessment System                                              | 12/199,583          | Published |
| NFCSP015CN | Consumer Experience Assessment System                                              | 200880104982.1      | Published |
| NFCSP015EP | Consumer Experience Assessment System                                              | 08798799.6          | Published |
| NFCSP015IL | Consumer Experience Assessment System                                              | 203177.00           | Pending   |
| NFCSP015IN | Consumer Experience Assessment System                                              | 4441/KOLNP/<br>2009 | Pending   |
| NFCSP015JP | Consumer Experience Assessment System                                              | 2010-523112         | Published |
| NFCSP015KR | Consumer Experience Assessment System                                              | 2010-7003052        | Pending   |
| NFCSP016US | Consumer Experience Portrayal Effectiveness Assessment System                      | 12/199,596          | Published |
| NFCSP017US | Content Based Selection And Meta Tagging Of Advertisement Breaks                   | 12/200,813          | Published |
| NFCSP018US | Personalized Content Delivery Using Neuro-Response Priming Data                    | 12/234,372          | Published |
| NFCSP019US | Incented Response Assessment At A Point Of Transaction                             | 12/135,069          | Published |
| NFCSP020US | Analysis of Marketing and Entertainment Effectiveness Using Magnetoencephalography | 12/234,388          | Published |
| NFCSP021US | Methods and Apparatus For Providing Video with Embedded Media                      | 12/357,302          | Published |
| NFCSP022US | Methods and Apparatus For Providing Alternate Media for Video Decoders             | 12/357,315          | Published |
| NFCSP022WO | Methods and Apparatus For Providing Alternative Stimulus                           | PCT/US2010/021535   | Published |

|              |                                                                                                                           |                   |           |
|--------------|---------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|
| NFCSP023US   | Methods and Apparatus for Providing Personalized Media in Video                                                           | 12/357,322        | Published |
| NFCSP024PUS  | Brain Pattern Analyzer Device Utilizing Central Nervous System, Autonomic Nervous System And Effector System Measurements | 61/120,938        | Converted |
| NFCSP024US   | Brain Pattern Analyzer Using Neuro-Response Data                                                                          | 12/544,921        | Published |
| NFCSP024WO   | Brain Pattern Analyzer Using Neuro-Response Data                                                                          | PCT/US2009/065368 | Published |
| NFCSP025US   | EEG Triggered FMRI Signal Acquisition                                                                                     | 12/544,934        | Published |
| NFCSP026US   | Neurologically Informed Morphing                                                                                          | 12/391,915        | Published |
| NFCSP027US   | Personalized Media Morphing                                                                                               | 12/391,891        | Published |
| NFCSP028US   | Dry Electrodes for Electroencephalography                                                                                 | 12/546,586        | Published |
| NFCSP029US   | Distributed Neuro-Response Data Collection and Analysis                                                                   | 12/544,958        | Published |
| NFCSP029USC1 | Distributed Neuro-Response Data Collection and Analysis                                                                   | 12/846,242        | Published |
| NFCSP030US   | Neurological Profiles for Market Matching and Stimulus Presentation                                                       | 12/410,380        | Published |
| NFCSP031US   | Presentation Measure Using Neurographics                                                                                  | 12/410,372        | Published |
| NFCSP032US   | Personalized Stimulus Placement in Video Games                                                                            | 12/413,297        | Published |
| NFCSP033US   | Analysis of the Mirror Neuron System for Evaluation of Stimulus                                                           | 12/545,455        | Published |
| NFCSP033EP   | Analysis of the Mirror Neuron System for Evaluation of Stimulus                                                           | 10173095.0        | Published |

|             |                                                                                      |                   |           |
|-------------|--------------------------------------------------------------------------------------|-------------------|-----------|
| NFCSP033JP  | Analysis of the Mirror Neuron System for Evaluation of Stimulus                      | 2010-184499       | Published |
| NFCSP034US  | Analysis of Controlled and Automatic Attention for Introduction of Stimulus Material | 12/608,660        | Published |
| NFCSP035US  | Generating Ratings Predictions Using Neuro-Response Data                             | 12/608,685        | Pending   |
| NFCSP035CN  | Generating Ratings Predictions Using Neuro-Response Data                             | 201010602628.0    | Pending   |
| NFCSP035EP  | Generating Ratings Predictions Using Neuro-Response Data                             | 10189294.1        | Pending   |
| NFCSP035IN  | Generating Ratings Predictions Using Neuro-Response Data                             | 1181/KOL/2010     | Pending   |
| NFCSP036US  | Intracuster Content Management Using Neuro-Response Priming Data                     | 12/608,696        | Pending   |
| NFCSP037US  | Advertisement Exchange                                                               |                   | Closed    |
| NFCSP038US  | Advertisement Exchange Using Neuro-Response Data                                     | 12/622,292        | Pending   |
| NFCSP038WO  | Advertisement Exchange Using Neuro-Response Data                                     | PCT/US2010/055880 | Pending   |
| NFCSP039US  | Multimedia Advertisement Exchange                                                    | 12/622,312        | Pending   |
| NFCSP039WO  | Multimedia Advertisement Exchange                                                    | PCT/US2010/055881 | Proposed  |
| NFCSP040US  | Discrete Choice Modeling Using Neuro-Response Data                                   | 12/731,868        | Pending   |
| NFCSP041PUS | Neurological Sentiment Tracking System                                               | 61/314,939        | Expired   |
| NFCSP041PUS | Neurological Sentiment Tracking System                                               | 13/045,457        | Pending   |
| NFCSP042US  | Mechanisms For Collecting Electroencephalography Data                                | 12/778,810        | Pending   |

|                        |                                                                         |            |          |
|------------------------|-------------------------------------------------------------------------|------------|----------|
| NFCSP043US             | Neuro-Response Data Synchronization                                     | 12/778,828 | Pending  |
| NFCSP044PUS            | Methods And Apparatus For Providing Advocacy As Advertisement           | 61/332,883 | Pending  |
| NFCSP045PUS            | Methods And Apparatus For Providing Remuneration For Advocacy           | 61/332,887 | Pending  |
| NFCSP046US             | Neuro-Response Evaluated Stimulus In Virtual Reality Environments       | 12/853,197 | Pending  |
| NFCSP047US             | Biometric Aware Content Presentation                                    | 12/884,034 | Pending  |
| NFCSP048US             | Neurologically Effective Virtual Reality Environments                   | 12/868,531 | Pending  |
| NFCSP049US             | Neurological Post-Purchase Assessment                                   | 12/913,102 | Pending  |
| NFCSP050US             | Location Aware Presentation Of Stimulus Material                        | 12/853,213 | Pending  |
| NFCSP051P <sup>1</sup> | Intelligent Interfaces Based On Neurological And Physiological Measures | 61/388,495 | Pending  |
| NFCSP052P <sup>2</sup> | Neurological Matching System                                            | 61/389,069 | Pending  |
| NFCSP053P <sup>3</sup> | Effective Data Presentation In Social Networks                          | 61/409,876 | Pending  |
| NFCSP054P <sup>4</sup> | Location Aware Advocacy                                                 | 61/409,880 | Pending  |
| NFCSP055 <sup>5</sup>  | Media Effectiveness Assessment Using Neuro-Response Measures            | 61/417,137 | Pending  |
| NFCSP056               | Electronic Cigarette for Nicotine Delivery Reduction                    |            | Proposed |

<sup>1</sup> U.S. application

<sup>2</sup> U.S. application

<sup>3</sup> U.S. application

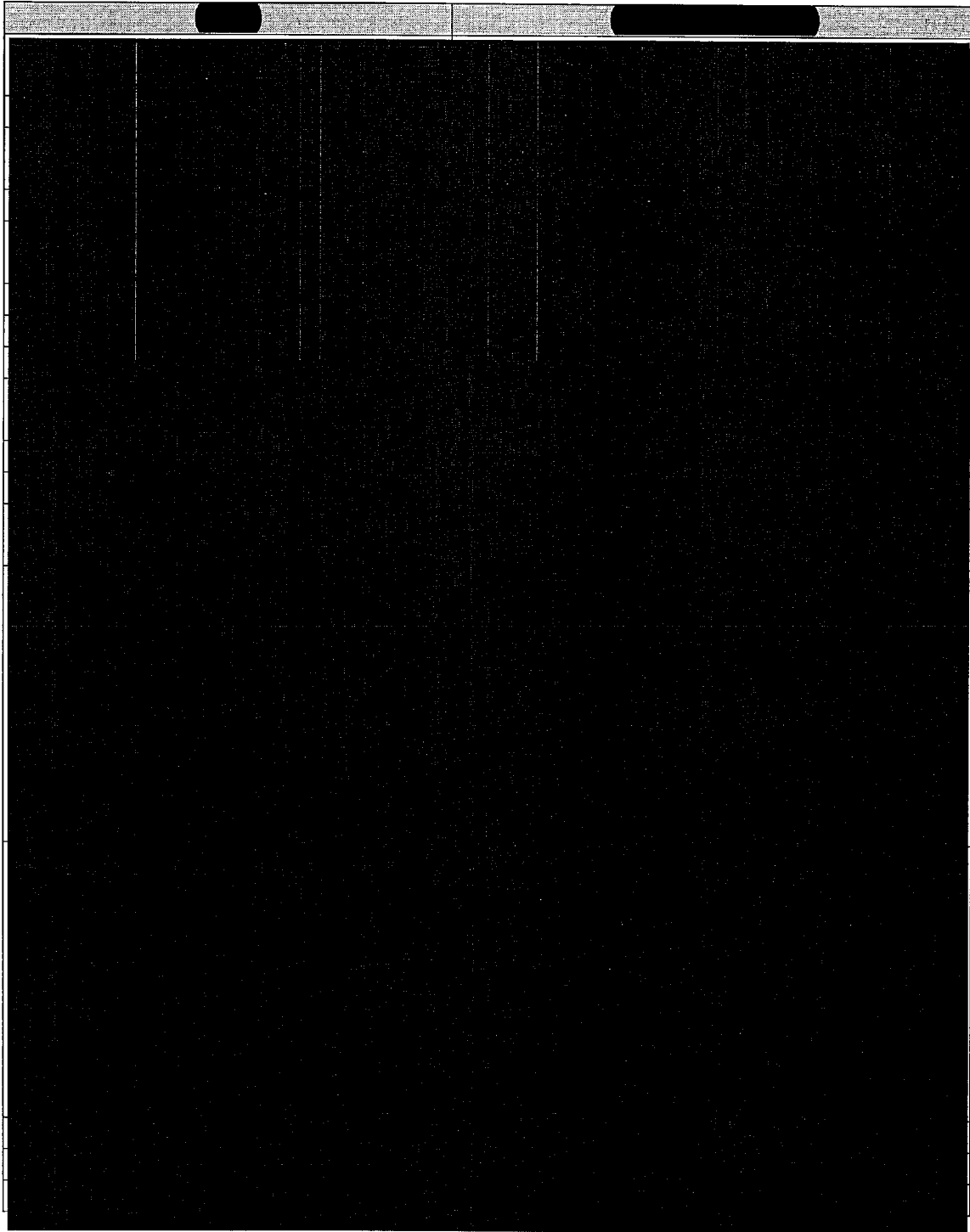
<sup>4</sup> U.S. application

<sup>5</sup> U.S. application

|          |                                            |  |          |
|----------|--------------------------------------------|--|----------|
| NFCSP057 | Marketing Material<br>Enhanced Wait States |  | Proposed |
| NFCSP058 | Light Amplification                        |  | Proposed |

[REDACTED]

**Redacted**



**Redacted**