

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
IPG Healthcare 501 Limited	02/07/2012
RECEIVING PARTY DATA	
Name:	Tobii Technology AB
Street Address:	Karlsrovagen 2D
City:	Danderyd
State/Country:	SWEDEN
Postal Code:	SE-182 53
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	7120880
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ATTORNEY DOCKET NUMBER:	039032/415889
NAME OF SUBMITTER:	Jason P. Cooper
Total Attachments: 1 source=Assignment_7120880#page1.tif	

CH \$40.00 7120880

## ASSIGNMENT

WHEREAS, **IPG Healthcare 501 Limited**, whose post office address is set forth below, herein after ASSIGNOR, owns the right, title and interest to a US patent (including the underlying invention) entitled:

### METHOD AND SYSTEM FOR REAL-TIME DETERMINATION OF A SUBJECT'S INTEREST LEVEL TO MEDIA CONTENT

issued on **October 10, 2006** and assigned the US Patent No. **7,120,880** and

WHEREAS, **Tobii Technology AB**, having its corporate headquarters at Karlsrovägen 2D, S-182 53, Danderyd, Sweden, hereinafter referred to as ASSIGNEE, which ASSIGNEE is desirous of acquiring the entire interest in, to and under said invention and in, to and under the Patent in the United States.

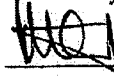
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged,

ASSIGNOR HEREBY SELLS, ASSIGNS AND TRANSFERS to ASSIGNEE, with an effective date of November 23, 2011, the full and exclusive right, title and interest to said Patent in the United States for the full term or terms for which the same may be granted.

This Assignment may be executed in any number of counterparts, each of which shall be deemed to be an original, all of which shall constitute one and the same Assignment.

Date: 7 February 2012

Signature:



Name Printed: Paul McDonald

Position Director

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