

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

| 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>Barry S. Hurewitz</td> <td>02/17/2012</td> </tr> <tr> <td>Vaughn S. Harvey</td> <td>02/21/2012</td> </tr> <tr> <td>Robert Treder</td> <td>02/21/2012</td> </tr> <tr> <td>Scott Solomon</td> <td>02/21/2012</td> </tr> <tr> <td>Omar Moustafa</td> <td>02/17/2012</td> </tr> <tr> <td>Thami Rachidi</td> <td>02/17/2012</td> </tr> </tbody> </table> |                                     | Name          | Execution Date           | Barry S. Hurewitz   | 02/17/2012    | Vaughn S. Harvey | 02/21/2012 | Robert Treder  | 02/21/2012 | Scott Solomon | 02/21/2012 | Omar Moustafa | 02/17/2012 | Thami Rachidi | 02/17/2012 |
| Name  | Execution Date                      |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Barry S. Hurewitz   | 02/17/2012                          |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Vaughn S. Harvey  | 02/21/2012                          |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Robert Treder   | 02/21/2012                          |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Scott Solomon   | 02/21/2012                          |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Omar Moustafa   | 02/17/2012                          |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Thami Rachidi   | 02/17/2012                          |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| RECEIVING PARTY DATA  |                                     |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| <table border="1"> <tr> <td>Name:</td> <td>Morgan Stanley &amp; Co. LLC</td> </tr> <tr> <td>Street Address:</td> <td>1585 Broadway</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10036</td> </tr> </table>   |                                     | Name:         | Morgan Stanley & Co. LLC | Street Address:     | 1585 Broadway | City:            | New York   | State/Country: | NEW YORK   | Postal Code:  | 10036      |               |            |               |            |
| Name:   | Morgan Stanley & Co. LLC            |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Street Address:   | 1585 Broadway                       |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| City:   | New York                            |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| State/Country:  | NEW YORK                            |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Postal Code:  | 10036                               |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| 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>13402998</td> </tr> </tbody> </table>   |                                     | Property Type | Number                   | Application Number: | 13402998      |                  |            |                |            |               |            |               |            |               |            |
| Property Type   | Number                              |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Application Number:   | 13402998                            |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| CORRESPONDENCE DATA   |                                     |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Fax Number:   | (412)355-6501                       |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Phone:  | (412) 355-6342                      |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Email:  | patents@klgates.com                 |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>   |                                     |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Correspondent Name:   | Mark G. Knedeisen                   |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Address Line 1:   | 210 Sixth Avenue                    |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Address Line 2:   | K&L Gates Center                    |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| Address Line 4:   | Pittsburgh, PENNSYLVANIA 15222-2613 |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |
| ATTORNEY DOCKET NUMBER:   | 100824                              |               |                          |                     |               |                  |            |                |            |               |            |               |            |               |            |

CH \$40.00 13402998

NAME OF SUBMITTER:

Mark G. Knedeisen

Total Attachments: 5

source=Assignment#page1.tif

source=Assignment#page2.tif

source=Assignment#page3.tif

source=Assignment#page4.tif

source=Assignment#page5.tif

**ASSIGNMENT OF APPLICATION FOR PATENT**

WHEREAS:

Barry S. Hurewitz, residing in New York, NY, ;  
Vaughn S. Harvey, residing in New York, NY, ;  
Robert Treder, residing in New York, NY ;  
Scott Solomon, residing in New York, NY ;  
Omar Moustafa, residing in Brooklyn, NY ; and  
Thami Rachidi, residing in Bayonne, NJ

(hereinafter referred to as ASSIGNORS), have made an invention or discovery entitled:

**COMPUTER-BASED SYSTEMS AND METHODS FOR DETERMINING INTEREST LEVELS OF CONSUMERS IN RESEARCH WORK PRODUCT PRODUCED BY A RESEARCH DEPARTMENT**

☒ for which application for Letters Patent of the United States has been executed on even date herewith, or  
☐ for which application for Letters Patent of the United States has been filed on \_\_\_\_\_ under  
Serial No. \_\_\_\_\_, and

WHEREAS:

Morgan Stanley & Co. LLC, having an office at 1585 Broadway, New York, New York 10036 (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire right, title and interest in, to and under said invention or discovery, and in, to and under said United States application, and in, to and under Letters Patent or similar legal protection to be granted thereon in the United States and in any and all foreign countries, and of confirming the same or any part thereof heretofore acquired by ASSIGNEE.

NOW, THEREFORE:

In consideration of the payment by ASSIGNEE to each of ASSIGNORS of the sum of One Dollar (\$1.00) and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign, transfer to and confirm in ASSIGNEE, its successors, legal representatives and assigns, the full and exclusive right, title and interest to said invention or discovery in the United States and its territorial possessions and in all foreign countries; and to said United States application and any and all other applications on said invention or discovery in whatsoever countries, including any continuations, divisions, substitutes or renewals; and to all Letters Patent, and all reissues, re-examinations, and extensions thereof, or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention or discovery or upon said applications or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted; and every priority right that is or may be predicated upon or arise from said invention or discovery, said applications and said Letters Patent,

WE, SAID ASSIGNORS, hereby authorize and request the Director of the United States Patent and Trademark Office, the Commissioner for Patents of the United States of America, any other United States Official, and/or any Official of any country or countries foreign to the United States of America whose duty it is to issue Letters Patent on applications as aforesaid, to issue or transfer all such Letters Patent for said invention or discovery to the ASSIGNEE, as assignee of the entire right, title and interest in, to and under the same, for the sole use and behalf of the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

WE, SAID ASSIGNORS, hereby covenant that we have full right to convey the entire right, title and interest herein sold, assigned, transferred, set over and confirmed, and that we have not executed and will not execute any agreement in conflict herewith;

AND WE, SAID ASSIGNORS, hereby further covenant and agree that the ASSIGNEE, its successors, legal representatives, or assigns, may apply for Letters Patent in any or all countries on said invention or discovery in our names or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable, and may claim the benefits of the International Convention or otherwise claim priority rights;

AND WE, SAID ASSIGNORS, hereby further covenant that we will, at any time when called upon to do so by the ASSIGNEE, its successors, legal representatives, or assigns: communicate to the ASSIGNEE, its successors, legal representatives, or assigns, as the case may be, any facts known to us respecting said invention or discovery or the history thereof, including without limitation the furnishing of any and all documents, photographs, models, samples and other physical exhibits in our control which may be useful for establishing the facts of our conception, disclosures, and reduction to practice of said invention or discovery; execute and deliver to the ASSIGNEE, its successors, legal representatives, or assigns, as the case may be, any and all lawful papers that may be necessary or desirable to perfect the title to the said invention or discovery, the said applications and the said Letters Patent in the ASSIGNEE, its successors, legal representatives and assigns; if reissues, re-examinations, or other like proceedings involving the said Letters Patent or disclaimers relating thereto, or divisions, continuations, or refilings of the said applications, or any thereof, shall hereafter be desired by the ASSIGNEE, its successors, legal representatives, or assigns, we will sign all lawful papers, make all rightful oaths, execute and deliver all such disclaimers and all divisional, continuation, re-examination and reissue applications so desired, and do all lawful acts requisite for the application for such reissues, re-examinations and the procuring thereof and for the filing of such disclaimers and such applications; and generally do everything possible, including testifying in any legal proceedings, signing all lawful papers and making all rightful oaths, to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said invention or discovery in all countries, and without further compensation but at the expense of the ASSIGNEE, its successors, legal representatives and assigns.

IN WITNESS WHEREOF, I have hereunto affixed my signature on the date and year opposite my signature.

Assignor's Signature:

Barry Hurewitz  
Name

2/17/12

Date

Assignor's Typed  
Name:

Barry  
First Name

S.  
Middle Initial

Hurewitz  
Last Name

Citizenship: USA

STATE OF )  
ss.:  
COUNTY OF )

On this 17<sup>th</sup> day of February, 2012, before me, the undersigned authority, personally appeared Barry Hurewitz, known and known to me to be the individual who is described in and who executed the foregoing Assignment, and who duly acknowledged to me that he/she executed the same as his/her own voluntary act and deed.

Theresa A Cincione  
Notary Public



THERESA A CINCIONE  
Notary Public, State of New York  
No. 01C16083819  
Qualified in New York County  
Commission Expires Nov. 25, 2014

Page 2 of 5

IN WITNESS WHEREOF, I have hereunto affixed my signature on the date and year opposite my signature.

Assignor's Signature:

Name

Date

Assignor's Typed  
Name:

Vaughn

S.

Harvey

First Name

Middle Initial

Last Name

Citizenship: Australia

STATE OF )

ss.:

COUNTY OF )

On this 21<sup>st</sup> day of February, 2012, before me, the undersigned authority, personally appeared Vaughn Harvey, known and known to me to be the individual who is described in and who executed the foregoing Assignment, and who duly acknowledged to me that he/she executed the same as his/her own voluntary act and deed.

Theresa A Cincione  
Notary Public



THERESA A CINCIONE  
Notary Public, State of New York  
No. 01C16083819  
Qualified in New York County  
Commission Expires Nov. 25, 2014

IN WITNESS WHEREOF, I have hereunto affixed my signature on the date and year opposite my signature.

Assignor's Signature:

Name

Date

Assignor's Typed  
Name:

Robert

Treder

First Name

Middle Initial

Last Name

Citizenship: USA

STATE OF )

ss.:

COUNTY OF )

On this 21<sup>st</sup> day of February, 2012, before me, the undersigned authority, personally appeared Robert Treder, known and known to me to be the individual who is described in and who executed the foregoing Assignment, and who duly acknowledged to me that he/she executed the same as his/her own voluntary act and deed.

Theresa A Cincione  
Notary Public



THERESA A CINCIONE  
Notary Public, State of New York  
No. 01C16083819  
Qualified in New York County  
Commission Expires Nov. 25, 2014

IN WITNESS WHEREOF, I have hereunto affixed my signature on the date and year opposite my signature.

Assignor's Signature:

Name

Date

Assignor's Typed  
Name:

Scott

Solomon

First Name

Middle Initial

Last Name

Citizenship: USA

STATE OF )

ss.:

COUNTY OF )

On this 21<sup>st</sup> day of February, 2012, before me, the undersigned authority, personally appeared Scott Solomon, known and known to me to be the individual who is described in and who executed the foregoing Assignment, and who duly acknowledged to me that he/she executed the same as his/her own voluntary act and deed.

THERESA A CINCIONE  
Notary Public



THERESA A CINCIONE  
Notary Public, State of New York  
No. 01C16083819  
Qualified in New York County  
Commission Expires Nov. 25, 2014

IN WITNESS WHEREOF, I have hereunto affixed my signature on the date and year opposite my signature.

Assignor's Signature:

Name

Date

Assignor's Typed  
Name:

Omar

Moustafa

First Name

Middle Initial

Last Name

Citizenship: USA

STATE OF )

ss.:

COUNTY OF )

On this 17<sup>th</sup> day of February, 2012, before me, the undersigned authority, personally appeared Omar Moustafa, known and known to me to be the individual who is described in and who executed the foregoing Assignment, and who duly acknowledged to me that he/she executed the same as his/her own voluntary act and deed.

THERESA A CINCIONE  
Notary Public



THERESA A CINCIONE  
Notary Public, State of New York  
No. 01C16083819  
Qualified in New York County  
Commission Expires Nov. 25, 2014

IN WITNESS WHEREOF, I have hereunto affixed my signature on the date and year opposite my signature.

Assignor's Signature:

Thami Rachidi  
Name

2/17/12  
Date

Assignor's Typed  
Name:

Thami  
First Name

Middle Initial

Rachidi  
Last Name

Citizenship: USA

STATE OF )  
ss.:  
COUNTY OF )

On this 17<sup>th</sup> day of February, 2012, before me, the undersigned authority, personally appeared Rachidi Thami, known and known to me to be the individual who is described in and who executed the foregoing Assignment, and who duly acknowledged to me that he/she executed the same as his/her own voluntary act and deed.

Theresa A Cincione  
Notary Public



THERESA A CINCIONE  
Notary Public, State of New York  
No. 01CI6083819  
Qualified in New York County  
Commission Expires Nov. 25, 2014