

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>EmSense Corporation</td> <td>11/23/2011</td> </tr> </tbody> </table> | | Name | Execution Date | EmSense Corporation | 11/23/2011 | | | | | | | | |
| Name | Execution Date | | | | | | | | | | | | |
| EmSense Corporation | 11/23/2011 | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>EmSense, LLC</td> </tr> <tr> <td>Street Address:</td> <td>2600 Garden Road</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 222</td> </tr> <tr> <td>City:</td> <td>Monterey</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>93940</td> </tr> </table> | | Name: | EmSense, LLC | Street Address: | 2600 Garden Road | Internal Address: | Suite 222 | City: | Monterey | State/Country: | CALIFORNIA | Postal Code: | 93940 |
| Name: | EmSense, LLC | | | | | | | | | | | | |
| Street Address: | 2600 Garden Road | | | | | | | | | | | | |
| Internal Address: | Suite 222 | | | | | | | | | | | | |
| City: | Monterey | | | | | | | | | | | | |
| State/Country: | CALIFORNIA | | | | | | | | | | | | |
| Postal Code: | 93940 | | | | | | | | | | | | |
| 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>12244752</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 12244752 | | | | | | | | |
| Property Type | Number | | | | | | | | | | | | |
| Application Number: | 12244752 | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | |
| Fax Number: | (312)580-9696 | | | | | | | | | | | | |
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| Email: | sfilice@hfzlaw.com | | | | | | | | | | | | |
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| ATTORNEY DOCKET NUMBER: | 20225/EM020 | | | | | | | | | | | | |
| NAME OF SUBMITTER: | Sergio D. Filice | | | | | | | | | | | | |

Total Attachments: 23
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PATENT
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PATENT ASSIGNMENT AGREEMENT

WHEREAS, by unanimous written consent of the the board of directors of EmSense Corporation, a California corporation ("*EmSense*" or the "*Company*"), and with the consent of the shareholders of EmSense, on November 23, 2011, EmSense, in accordance with the assignment for benefit of creditors laws of the State of California, transferred ownership of all of its right, title and interest in and to all of its assets to Emsense (Assignment for the Benefit of Creditors), LLC, a California limited liability company (the "*Assignee*"), and in so doing has also designated Assignee to act as the assignee for the benefit of creditors of EmSense (the "*General Assignment*");

WHEREAS, pursuant to the terms of the General Assignment Agreement between EmSense and the Assignee, all of EmSense' rights title and interest in its assets have been assigned to the Assignee, including the Company's patents and patent applications;

WHEREAS, EmSense and Assignee desire to memorialize the transfer of the Company's patents and patent applications and related rights to Assignee.

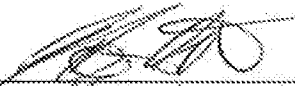
NOW, THEREFORE, BE IT KNOWN, pursuant to the General Assignment Agreement, EmSense has conveyed, assigned, transferred, delivered and set over for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and does hereby convey, assign, transfer, deliver and set over, unto said Assignee, its successors and assigns, (1) the entire worldwide right, title and interest in and to each and all Letters Patents in the United States and in all foreign countries including, without limitation corresponding Patent Cooperation Treaty patent applications and corresponding National patent applications and all inventions, improvements and discoveries disclosed in said Letters Patents and applications which were held by the Company immediately prior to the consummation of the General Assignment, including those set forth in Schedule A hereto, and in and to all substitutions, divisions, continuations, continuations-in-part, reexaminations, extensions, renewals and reissues (as applicable) thereof, including without limitation of generality, all rights of priority resulting from the filing of patent applications relating to any of the foregoing as well as any and all choses in action and any and all claims and demands, both at law and in equity, that Assignor has or may have for damages or profits accrued or to accrue on account of the infringement of any of said Letter Patents, patent applications, inventions, improvements and discoveries (or any provisional rights therein), the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by the Company if the assignment set forth in this Patent Assignment had not been made; (2) the full and complete right to file patent applications in the name of the Company or its designee, at the Assignee's, or its designee's election, on the aforesaid inventions, improvements, discoveries and applications in all countries of the world; and (3) the entire right, title and interest in and to any Letter Patent which may issue thereon in the United States or in any country, and any renewals, revivals, reissues, reexaminations and extensions thereof, and any patents of confirmation, registration and importation of the same.

AND the Company hereby authorizes and requests the United States Patent and Trademarks Office to issue said Letter Patents in accordance with this Agreement.

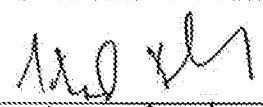
[Signature page follows]

IN WITNESS WHEREOF, EmSense has caused this Patent Assignment to be signed by its duly authorized officer as of November ____, 2011.

EmSense Corporation

By: 
Name: KEITH WINTER
Title: CEO

Emsense (Assignment for the benefit of Creditors), LLC,
in its sole and limited capacity as the assignee for the
benefit of creditors of EmSense Corporation

By: 
Name: MICHAEL A. MADRY
Title: mgr.

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

State of California

County of Santa Clara

On 11/30/11 before me, Hrangama Aziz, Notary Public

personally appeared Michael A. Maudy

Here Insert Name and Title of the Officer

Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

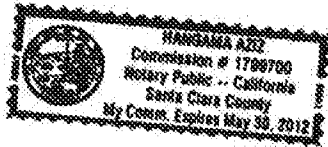
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: Hrangama Aziz

Signature of Notary Public

Place Notary Seal Above



OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: _____

Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____ Signer's Name: _____

Corporate Officer — Title(s): _____ Corporate Officer — Title(s): _____

Individual Partner — Limited General Individual Partner — Limited General

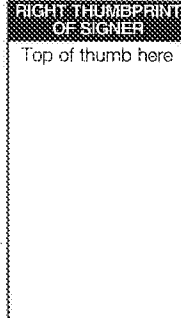
Attorney in Fact Attorney in Fact

Trustee Trustee

Guardian or Conservator Guardian or Conservator

Other: _____ Other: _____

Signer Is Representing: _____ Signer Is Representing: _____



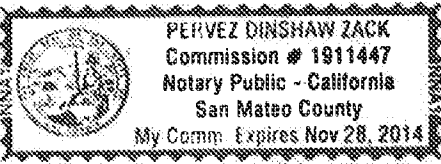
CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of SAN MATEO

On 22ND NOV 2011 before me, PERVEZ DINSHAW ZACK NOTARY PUBLIC

personally appeared KEITH WINTER



who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature]

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: PATENT ASSIGNMENT AGREEMENT

Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____

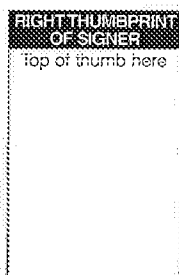
- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: _____

Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: _____

Schedule A

Patent Assignment

05140/00200/SF/5448000-15165223_E

PATENT
REEL: 027980 FRAME: 0442

EmSense Corporation

INTELLECTUAL PROPERTY PORTFOLIO SUMMARY

This is a summary of the patent applications presently pending or being prepared for EmSense Corporation. The groupings and characterizations herein are for administrative reference only and are not intended to limit, modify, or characterize, in any respect, the actual claims in the patent applications.

OVERALL STATUS AS OF August 15, 2011:

A. Pending Applications:

1. Twenty Six (26) US patent applications are pending, including:
 - a. Twenty Six (26) utility applications including: P001; P002; P003; P004; P005; P006; P007; P008; P009; P014; P015; P016; P017; P018; P019; P020; P021; P022; P023; P024; P031; P033; P034; P035; P035C1; P037.
 - b. Two (2) provisional patent applications are pending including: P039P; P040P.
2. Three (3) patent applications are pending under the Patent Cooperation Treaty (PCT), including: P034WO; P035WO; P037WO.
3. Ten (10) European patent applications are pending, including: P001EP; P002EP; P003EP; P004EP; P005EP; P006EP; P007EP; P009EP; P014EP; P021EP.
4. Nine (9) Japanese patent applications are pending including: P001JP; P002JP; P003JP; P004JP; P005JP; P006JP; P007JP; P009JP; P021JP.
5. Nine (9) Chinese patent applications are pending including: P001CN; P002CN; P003CN; P004CN; P005CN; P006CN; P007CN; P009CN; P021CN.
6. Two (2) Indian patent applications are pending including: P009IN; P021IN.

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Confidential**

**PATENT
REEL: 027980 FRAME: 0443**

US UTILITY PATENT APPLICATIONS

1. **Method and System for Using Coherence of Biological Responses as a Measure of Performance of a Media.** Reference #P001.

Status: filed May 17, 2007.

Application Number: 11/804,517.

US Patent Application Publication number: US-2008-0222670-A1.

2. **Method and System for Rating Media and Events in Media Based on Physiological Data.** Reference #P002.

Status: filed May 17, 2007.

Application Number: 11/804,555.

US Patent Application Publication number: US-2008-0222671-A1.

3. **Method and System for Creating an Aggregated View of User Response Over Time-Variant Media Using Physiological Data.** Reference #P003.

Status: filed July 18, 2007.

Application Number: 11/779,814.

US Patent Application Publication number: US-2008-0295126-A1.

4. **Device and Method for Sensing Electrical Activity in Tissue.** Reference #P004.

Status: filed August 8, 2006.

Application Number: 11/500,678.

US Patent Application Publication number: US-2007-0055169-A1.

5. **Method and System for Measuring and Ranking an "Engagement" Response to Audiovisual or Interactive Media, Products, or Activities Using Physiological Signals.** Reference #P005.

Status: filed August 28, 2007.

Application Number: 11/845,993.

US Patent Application Publication number: US-2008-022400-A1.

6. **Method and System for Measuring and Ranking a "Thought" Response Audiovisual or Interactive Media, Products or Activities Using Physiological Signals.** Reference #P006.

Status: filed August 8, 2007.

Application Number: 11/835,634.

US Patent Application Publication number: US-2008-0221969-A1.

7. **Method and System for Measuring and Ranking a Positive or Negative Response to Audiovisual or Interactive Media, Products or Activities Using Physiological Signals.** Reference #P007.

Status: filed August 28, 2007.

Application Number: 11/846,068.

US Patent Application Publication number: US-2008-0221472-A1.

8. **Method and System for Creating a Dynamic and Automated Testing of User Response.** Reference #P008.

Status: filed July 25, 2008.

Application Number: 12/180,510.

US Patent Application Publication number: US-2009-0030762-A1.

9. **Integrated Sensor Headset.** Reference #P009.

Status: filed September 8, 2008.

Application Number: 12/206,676.

US Patent Application Publication number: US-2009-0253996-A1

10. **System and Method for Detecting Viewer Attention to Media Delivery Devices.** Reference #P014.

Status: filed September 8, 2008.

Application Number: 12/206,700.

US Patent Application Publication number: US-2009-0070798-A1.

11. **Measuring Physiological Response to Media for Viewership Modeling.** Reference #P015.

Status: filed September 8, 2008.

Application Number: 12/206,702.

US Patent Application Publication number: US-2009-0088610-A1

12. **Providing Remote Access to Media, and Reaction and Survey Data from Viewers of the Media.** Reference #P016.

Status: filed October 2, 2008.

Application Number: 12/244,737.

US Patent Application Publication number: US-2009-0094627-A1.

13. **Systems for Remote Access to Media, and Reaction and Survey Data from Viewers of the Media.** Reference #P017.

Status: filed October 2, 2008.

Application Number: 12/244,748.

US Patent Application Publication number: US-2009-0094286-A1.

14. **Systems and Methods Providing En Mass Collection and Centralized Processing of Physiological Responses from Viewers.** Reference #P018.

Status: filed October 31, 2008.

Application Number: 12/263,331.

US Patent Application Publication number: US-2009-0131764-A1.

15. **Systems Providing Actionable Insights Based on Physiological Responses from Viewers of Media.** Reference #P019.

Status: filed October 2, 2008.

Application Number: 12/244,751.

US Patent Application Publication number: US-2009-0094628-A1.

16. **Providing Actionable Insights Based on Physiological Responses from Viewers of Media.** Reference #P020.

Status: filed October 2, 2008.

Application Number: 12/244,752.

US Patent Application Publication number: 2009-0094629-A1.

17. **System and Methods Providing Distributed Collection and Centralized Processing of Physiological Responses from Viewers.** Reference #P021.

Status: filed October 31, 2008.

Application Number: 12/263,350.

US Patent Application Publication number: US-2009-0133047-A1.

18. **Quantitative EEG as an Identifier of Learning Modality.** Reference #P022.

Status: filed May 9, 2006.

Application Number: 11/430,555.

US Patent Application Publication number: US-2006-0257834-A1.

19. **Apparatus and Method for Objectively Determining Human Response to Media.** Reference #P023.

Status: filed March 2, 2007.

Application Number: 11/681,265.

US Patent Application Publication number: US-2008-0214902-A1.

20. **Method and Apparatus for Sensing Blood Oxygen.** Reference #P024.

Status: filed September 7, 2007.

Application Number: 11/852,189.

US Patent Application Publication number: US-2009-0069652-A1.

21. **Identifying Key Media Events and Modeling Casual Relationships Between Key Events and Reported Feelings.** Reference #P031.

Status: filed December 18, 2007.

Application Number: 11/959,399.

US Patent Application Publication number: US-2009-0158308-A1.

22. **Correlating Media Instance Information with Physiological Responses from Participating Subjects.** Reference #P033.

Status: filed December 1, 2008.

Application Number: 12/326,016.

US Patent Application Publication number: US-2009-073634-A1.

23. **Systems and Methods for Generating Bio-Sensory Metrics.** Reference #P034.

Status: filed July 13, 2010.

Application Number: 12/865,714.

US Patent Application Publication number: Not yet published.

24. **Electroencephalogram (EEG) Cluster Electrodes.** Reference #P035.

Status: filed March 21, 2011.

Application Number: 13/053,016.

US Patent Application Publication number: Not yet published.

25. **Electroencephalogram (EEG) Cluster Electrodes.** Reference #P035C1.

Status: filed March 21, 2011.

Application Number: 13/053,043.

US Patent Application Publication number: Not yet published.

26. **Spatially Constrained Bio-Sensory Measurements Used to Decode Specific Physiological States and User Responses Induced by Marketing Media and Interactive Experiences.** Reference #P037.

Status: filed March 21, 2011.

Application Number: 13/053,097.

US Patent Application Publication number: Not yet published.

US PROVISIONAL APPLICATIONS

1. **Optical Method for Combining Cognitive Function Assessment and Biosensory Information in Market Research Applications.** Reference P039P.

Status: filed May 4, 2011.

Application Number: 61/482,308.

2. **Evaluation of Biometric and Implicit Cognitive Responses to Multi-Sensory Consumer Products using Controlled Exposure.** Reference P040P.

Status: filed May 6, 2011.

Application Number: 61/483,563.

PATENT COOPERATION TREATY (PCT) APPLICATIONS

1. **Systems and Methods for Generating Bio-Sensory Metrics.** Reference #P034WO.

Status: filed July 13, 2010; priority date July 13, 2009.

Earliest Priority Data: July 13, 2009.

30-Month National Date: January 13, 2012.

International Application Number: PCT/US2010/041878.

International Publication number: Not yet published.

Inventor: Hans C. Lee.

2. **Electroencephalogram (EEG) Cluster Electrodes.** Reference #P035WO.

Status: filed March 21, 2011; priority date March 20, 2010.

Earliest Priority Data: March 20, 2010.

30-Month National Date: September 20, 2012.

International Application Number: PCT/US2011/029262.

International Publication number: Not yet published.

Inventor: Michael Lee.

3. **Spatially Constrained Biosensory Measurements Used to Decode Specific Physiological States and User Responses Induced by Marketing Media and Interactive Experiences.**
Reference #P037WO.

Status: March 21, 2011; priority date March 20, 2010.

Earliest Priority Data: March 20, 2010.

30-Month National Date: September 20, 2012.

International Application Number: PCT/US2011/029272.

International Publication number: Not yet published.

Inventor: W. Bryan Smith.

EUROPEAN PATENT APPLICATIONS

1. **A Method and System for Using Coherence of Biological Responses as a Measure of Performance of a Media.** Reference #P001EP.

Status: filed.

Priority date: March 7, 2007 (EMSN.P001).

International Application Number: PCT/US2007/015019.

European Patent Application Number: 07809995.9.

2. **A Method and System for Rating Media and Events in Media Based on Physiological Data.** Reference #P002EP.

Status: filed.

Priority date: March 8, 2007 (EMSN.P002).

International Application Number: PCT/US2007/014955.

European Patent Application Number: 07796518.4.

3. **A Method and System for Creating an Aggregated View of User Response Over Time-Variant Media Using Physiological Data.** Reference #P003EP.

Status: filed.

Priority date: March 6, 2007 (EMSN.P003).

International Application Number: PCT/US2007/016796.

European Patent Application Number: 07810808.1.

4. **A Device and Method for Sensing Electrical Activity in Tissue.** Reference #P004EP.

Status: filed August 8, 2006

Priority date: August 8, 2006.

International Application Number: PCT/US2006/031569.

European Patent Application Number: 06824810.3.

5. **Method and System for Measuring and Ranking an Engagement Response.** Reference #P005EP.

Status: filed.

Priority date: March 8, 2007.

International Application Number: PCT/US2007/020714.

European Patent Application Number: 07838838.6.

6. **Method and System for Measuring and Ranking a "Thought" Response to Audiovisual or Interactive Media, Products, or Activities Using Physiological Signals.** Reference #P006EP.

Status: filed.

Priority date: March 7, 2007.

International Application Number: PCT/US2007017764.

European Patent Application Number: 07811241.4.

7. **Method and System for Measuring and Ranking a Positive or Negative Response to Audiovisual or Interactive Media, Products, or Activities Using Physiological Signals.** Reference #P007EP.

Status: filed.

Priority date March 7, 2007.

International Application Number: PCT/US2007/020713.

European Patent Application Number: 07852430.3.

8. **Integrated Sensor Headset.** Reference #P009EP.

Status: filed.

Priority date: September 7, 2007 (EMSN.P009).

International Application Number: PCT/US2008/075640.

European Patent Application Number: 08829090.3.

9. System and Method for Detecting Viewer Attention to Media Delivery Devices.
Reference #P014EP.

Status: filed.

Priority date: September 7, 2007 (EMSN.P014).

International Application Number: PCT/US2008/075649.

European Patent Application Number: 08829304.8.

10. System and Methods Providing Distributed Collection and Centralized Processing of Physiological Responses from Viewers. Reference #P021EP.

Status: filed.

Priority date: October 31, 2007 (EMSN.P021).

International Application Number: PCT/US2008/082149.

European Patent Application Number: 08843747.0.

JAPANESE PATENT APPLICATIONS

1. **A Method and System for Using Coherence of Biological Responses as a Measure of Performance of a Media.** Reference #P001JP.

Status: filed.

Priority date: March 7, 2007 (EMSN.P001).

International Application Number: PCT/US2007/015019.

Japanese Patent Application Number: 2009-552657.

2. **A Method and System for Rating Media and Events in Media Based on Physiological Data.** Reference #P002JP.

Status: filed.

Priority date: March 8, 2007 (EMSN.P002).

International Application Number: PCT/US2007/014955.

Japanese Patent Application Number: 2009-552656.

3. **A Method and System for Creating an Aggregated View of User Response Over Time-Variant Media Using Physiological Data .** Reference #P003JP.

Status: filed.

Priority date: March 6, 2007 (EMSN.P003).

International Application Number: PCT/US2007/016796.

Japanese Patent Application Number: 2009-552658.

4. **A Device and Method for Sensing Electrical Activity in Tissue.** Reference #P004JP.

Status: Filed February 26, 2008.

Priority date: August 8, 2006.

International Application Number: PCT/US2006/031569.

Japanese Patent Application Number: 2008-529085.

5. **Method and System for Measuring and Ranking an Engagement Response.** Reference #P005JP.

Status: filed.

Priority date: March 8, 2007.

International Application Number: PCT/US2007/020714.

Japanese Patent Application Number: 2009-552661.

6. **Method and System for Measuring and Ranking a "Thought" Response to Audiovisual or Interactive Media, Products, or Activities Using Physiological Signals.** Reference #P006JP.

Status: filed.

Priority date: March 7, 2007.

International Application Number: PCT/US2007/017764.

Japanese Patent Application Number: 2009-552659.

7. **Method and System for Measuring and Ranking a Positive or Negative Response to Audiovisual or Interactive Media, Products, or Activities Using Physiological Signals.** Reference #P007JP.

Status: filed.

Priority date March 7, 2007.

International Application Number: PCT/US2007/020713.

Japanese Patent Application Number: 2009-552660.

8. **Integrated Sensor Headset.** Reference #P009JP.

Status: filed.

Priority date: September 7, 2007 (EMSN.P009).

International Application Number: PCT/US2008/075640.

Japanese Patent Application Number: 2010-524229.

9. **System and Methods Providing Distributed Collection and Centralized Processing of Physiological Responses from Viewers.** Reference #P021JP.

Status: filed.

Priority date: October 31, 2007 (EMSN.P021).

International Application Number: PCT/US2008/082149.

Japanese Patent Application Number: TBA.

CHINESE PATENT APPLICATIONS

1. **A Method and System for Using Coherence of Biological Responses as a Measure of Performance of a Media.** Reference #P001CN.

Status: filed.

Priority date: March 7, 2007 (EMSN.P001).

International Application Number: PCT/US2007/015019.

Chinese Patent Application Number: 2007800528627.

2. **A Method and System for Rating Media and Events in Media Based on Physiological Data.** Reference #P002CN.

Status: filed.

Priority date: Priority date: March 8, 2007 (EMSN.P002).

International Application Number: PCT/US2007/014955.

Chinese Patent Application Number: 2007800528792.

3. **A Method and System for Creating an Aggregated View of User Response Over Time-Variant Media Using Physiological Data.** Reference #P003CN.

Status: filed.

Priority date: March 6, 2007 (EMSN.P003).

International Application Number: PCT/US2007/016796.

Chinese Patent Application Number: 200700528699.

4. **A Device and Method for Sensing Electrical Activity in Tissue.** Reference #P004CN.

Status: filed August 8, 2006.

Priority date August 8, 2006.

International Application Number: PCT/US2006/031569.

Chinese Patent Application Number: 2006800311593.

5. **Method and System for Measuring and Ranking an Engagement Response.** Reference #P005CN.

Status: filed.

Priority date: March 8, 2007.

International Application Number: PCT/US2007/020714.

Chinese Patent Application Number: 2007800528932.

6. **Method and System for Measuring and Ranking a "Thought" Response to Audiovisual or Interactive Media, Products, or Activities Using Physiological Signals.** Reference #P006CN.

Status: filed.

Priority date: March 7, 2007.

International Application Number: PCT/US2007/017764.

Chinese Patent Application Number: 2007800528684.

7. **Method and System for Measuring and Ranking a Positive or Negative Response to Audiovisual or Interactive Media, Products, or Activities Using Physiological Signals.** Reference #P007CN.

Status: filed.

Priority date: March 7, 2007.

International Application Number: PCT/US2007/020713.

Chinese Patent Application Number: 2007800528557.

8. **Integrated Sensor Headset.** Reference #P009CN.

Status: filed.

Priority date: September 7, 2007 (EMSN.P009).

International Application Number: PCT/US2008/075640.

Chinese Patent Application Number: 2008801106044.

9. **System and Methods Providing Distributed Collection and Centralized Processing of Physiological Responses from Viewers.** Reference #P021CN.

Status: filed.

Priority date: October 31, 2007 (EMSN.P021).

International Application Number: PCT/US2008/082149.

Chinese Patent Application Number: TBA.

INDIAN PATENT APPLICATIONS

1. **Integrated Sensor Headset.** Reference #P009IN.

Status: filed.

Priority date: September 7, 2007 (EMSN.P009).

International Application Number: PCT/US2008/075640.

Indian Patent Application Number: 2218DELPN2010.

2. **System and Methods Providing Distributed Collection and Centralized Processing of Physiological Responses from Viewers.** Reference #P021IN.

Status: filed.

Priority date: October 31, 2007 (EMSN.P021).

International Application Number: PCT/US2008/082149.

Indian Patent Application Number: 3775DELPN2010.