#### PATENT ASSIGNMENT

### Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT		
NATURE OF CONVEYANCE:		ASSIGNMENT	ASSIGNMENT	
CONVEYING PARTY	DATA			
		Name	Execution Date	
EmSense Corporatio	n		11/23/2011	
RECEIVING PARTY I	DATA			
Name:	EmSense, LLC			
Street Address:	2600 Garden Road			
Internal Address:	Suite 222			
City:	Monterey	Monterey		
State/Country:	CALIFORNIA			
Postal Code:	93940			
PROPERTY NUMBER	RS Total: 1			
Property Type		Number		
Application Number: 13053		3053043		
CORRESPONDENCE	DATA			
Fax Number: (312)580-9696		9696		
Phone: 312-580-1020				
Email:	office Obfelow core			
Correspondence will I via US Mail.	be sent to the e-	nail address first; if that is unsuccessful, it will be	e sent	
		ght & Zimmerman, LLC		
Address Line 1:	150 S. Wacker Drive			
Address Line 2:	Suite 2100 Chicago, ILLINOIS 60606			
Address Line 4:	Chicago,			
ATTORNEY DOCKET NUMBER:		20225/EM035C1		
NAME OF SUBMITTER:		Sergio D. Filice		
Total Attachments: 23				

501880071

source=EmSense\_Corp\_to\_EmSense\_LLC#page2.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page3.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page4.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page5.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page6.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page7.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page8.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page9.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page10.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page11.tif source=EmSense Corp to EmSense LLC#page12.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page13.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page14.tif source=EmSense Corp to EmSense LLC#page15.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page16.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page17.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page18.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page19.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page20.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page21.tif source=EmSense\_Corp\_to\_EmSense\_LLC#page22.tif source=EmSense Corp to EmSense LLC#page23.tif

#### 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 designe'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]

Patent Assignment

25149/00200/58/5455203-55166223.6

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: KC7 TT W/ INTER-Title: PPD

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: MILVA ? + 4 MAIDA Title: n h

Patent Assignment

25149/00209/8P/6346234.45166227.5

#### CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

County of Santa Clan	
On <u>11/3 /11</u> before me, <u>7</u> personally appeared <u>Michae</u>	Forgens Acis notang par Hore jusen Nume and This of the Officer
	when provide to man the basis of activities
Bandhala Add Commission # 1789700 Banary Pader - Cantonna	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.
And Case Case County I	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.
Place Notary Seal Above	TIONAL
Though the information below is not required by and could prevent fraudulent remova	y law, it may prove valuable to persons relying on the document
Description of Attached Document	- month and a second
Title or Type of Document:	
Document Date:	Mumber 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 Top of thumb	
□ Partner Limited □ General Top of thumb	here Partner — Cumited Coneral Top of thumb here
□ Trustee	
Guardian of Conservator	□ Guardian or Conservator
□ Other:	Other:
Signer Is Representing:	Signer Is Representing:

#### CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California	
County of SAN MATES	<b></b>
On 22/22 NOV - 2011 before me, P	ERVEZ DINSHAW ZACK NOTARY PUBLIC Hore breat Name and Tills of the Officer
personally appeared <u>KEITH WIN</u>	172R
	raom(a) or organicaj
	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
Jana and an and an and and and and and an	capacity(ios), and that by his/her/their signature(s) on the
PERVEZ DINSHAW ZACK Commission # 1911447 Notary Public - California	instrument the person <del>(6), or the entity upon behalf of</del> which the person(6) acted, executed the instrument.
San Mateo County My Comm Expires Nov 28, 2014	I certify under PENALTY OF PERJURY under the laws
<b>`````````````````````````````````````</b>	of the State of California that the foregoing paragraph is
and the second	true and correct.
	WITNESS my hand and official seal.
	CR.P
Place Notary Seal Above	Signature
-	
and could prevent fraudulent removal a	aw, it may prove valuable to persons relying on the document nd reattachment of this form to another document.
Description of Attached Document	
Title or Type of Document: PATENT A	SSIGHENT AGREEHENT
Document Date:	Number of Pages:
Signer(s) Other Than Named Above:	
Capacity(les) Claimed by Signer(s)	
Signer's Name:	Signer's Name:
individual	□ Individual
Corporate Officer — Title(s):	
Partner —  Limited  General	Paint Partner - Limited General
Attorney in Fact	Attorney in Fact
□ Trustee Guardian or Conservator	□ Trustee □ Guardian or Conservator
	Other:
Signer Is Representing:	Signer Is Representing:
	(

Schedule A

Patent Assignment

25140/00200/6F/5486203-0<u>5166223.6</u>

### **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; P035W0; P037WO.

3. Ten (10) European patent applications are pending, including: P001EP; P002EP; P003EP; P004EP; P005EP; P005EP; P007EP; P009EP; P014EP; P021EP.

4. Nine (9) Japanese patent applications are pending including: P001JP; P002JP; P003JP; P004JP; P005JP; P005JP; 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.

Attorney-Client Privileged Confidential

#### **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.

-3-

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.

-5-

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.

-6-

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.

-8-

#### **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.

-11-

#### **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 #P0211N.

Status: filed.

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

International Application Number: PCT/US2008/082149.

Indian Patent Application Number: 3775DELPN2010.