

## 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>PETER BLIXT</td> <td>09/17/2010</td> </tr> <tr> <td>ANDERS HOGLUND</td> <td>09/17/2010</td> </tr> <tr> <td>JOHN ELVESJO</td> <td>09/17/2010</td> </tr> </tbody> </table>		Name	Execution Date	PETER BLIXT	09/17/2010	ANDERS HOGLUND	09/17/2010	JOHN ELVESJO	09/17/2010		
Name	Execution Date										
PETER BLIXT	09/17/2010										
ANDERS HOGLUND	09/17/2010										
JOHN ELVESJO	09/17/2010										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>TOBII TECHNOLOGY AB</td> </tr> <tr> <td>Street Address:</td> <td>KARLSROVAGEN 2D</td> </tr> <tr> <td>City:</td> <td>DANDERYD</td> </tr> <tr> <td>State/Country:</td> <td>SWEDEN</td> </tr> <tr> <td>Postal Code:</td> <td>182 53</td> </tr> </table>		Name:	TOBII TECHNOLOGY AB	Street Address:	KARLSROVAGEN 2D	City:	DANDERYD	State/Country:	SWEDEN	Postal Code:	182 53
Name:	TOBII TECHNOLOGY AB										
Street Address:	KARLSROVAGEN 2D										
City:	DANDERYD										
State/Country:	SWEDEN										
Postal Code:	182 53										
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>13465245</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13465245						
Property Type	Number										
Application Number:	13465245										
CORRESPONDENCE DATA											
<p>Fax Number: 4078412343  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: sscheibe@addmg.com</p> <p>Correspondent Name: Michael W. Taylor</p> <p>Address Line 1: 255 S. Orange Ave. Ste. 1401</p> <p>Address Line 4: Orlando, FLORIDA 32801</p>											
ATTORNEY DOCKET NUMBER:	0110414-DIV1										
NAME OF SUBMITTER:	Michael W. Taylor										
<p>Total Attachments: 2</p> <p>source=SS0110414DIVASSIGN#page1.tif</p> <p>source=SS0110414DIVASSIGN#page2.tif</p>											

OP \$40.00 13465245

A S S I G N M E N T

WHEREAS, **PETER BLIXT** of Hagersten, Sweden; **ANDERS HOGLUND** of Balsta, Sweden; **BENGT REHNSTROM** of Vasterhaninge, Sweden and **John ELVESJÖ** of Stockholm, Sweden, hereinafter referred to as **ASSIGNORS**, have made certain improvements or inventions in **VISUAL DISPLAY WITH ILLUMINATORS FOR GAZE TRACKING** for which **ASSIGNORS** have executed an application for United States Letters Patent filed on even date herewith, in the United States Patent and Trademark Office; and

WHEREAS, **TOBII TECHNOLOGY AB** a corporation of **SWEDEN**, hereinafter referred to as **ASSIGNEE**, is desirous of acquiring the same;

NOW THEREFORE, This Indenture Witnesseth: That for good and valuable consideration, receipt whereof is hereby acknowledged, said **ASSIGNORS** do hereby sell, assign and transfer to said **ASSIGNEE**, its successors and assigns, all right, title and interest in and to said United States Patent application, the invention or inventions therein shown and described and any improvements on said inventions heretofore or hereafter made, any divisions or continuations of said application, and all patents, United States and foreign, to be granted upon any such application or for the invention or inventions thereof, and any reissues, continuations or extensions of said patents; and said **ASSIGNORS** do hereby authorize and request the Commissioner of Patents to issue all patents on said United States Patent applications or for the invention or inventions hereof, in accordance with this assignment.

And said **ASSIGNORS** for said consideration hereby covenants and agrees that said **ASSIGNORS** are the owners of the

full title herein conveyed and have the right to convey the same, and agree that said **ASSIGNORS** will communicate to said **ASSIGNEE** any facts known to said **ASSIGNORS** respecting said invention or inventions, and testify in any legal proceedings when called upon by said **ASSIGNEE**, sign all lawful papers deemed by said **ASSIGNEE** as expedient to vest in it the legal title herein sought to be conveyed or for the filing and prosecution of all applications and patents, United States and foreign, and otherwise aid said **ASSIGNEE**, its successors and assigns, in obtaining full patent protection on said invention and enforcing proper protection under said patents, but in every instance at the **ASSIGNEE'S** expense.

IN WITNESS WHEREOF we have hereunto set our hands on the date indicated below.

9/17/2010  
Dated (mm/dd/yyyy)

Peter Blixt  
PETER BLIXT

9/17/2010  
Dated (mm/dd/yyyy)

Anders Høglund  
ANDERS HOGLUND

Dated (mm/dd/yyyy)

9/17/2010  
Dated (mm/dd/yyyy)

Bengt Rehnström  
BENGT REHNSTROM

John Elvessjö  
JOHN ELVESJÖ