

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	patent ownership										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Carl Marci</td> <td>12/17/2007</td> </tr> <tr> <td>Brian Levine</td> <td>12/17/2007</td> </tr> </tbody> </table>		Name	Execution Date	Carl Marci	12/17/2007	Brian Levine	12/17/2007				
Name	Execution Date										
Carl Marci	12/17/2007										
Brian Levine	12/17/2007										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Innerscope Research, LLC</td> </tr> <tr> <td>Street Address:</td> <td>427 Newbury Street</td> </tr> <tr> <td>City:</td> <td>Boston</td> </tr> <tr> <td>State/Country:</td> <td>MASSACHUSETTS</td> </tr> <tr> <td>Postal Code:</td> <td>02115</td> </tr> </table>		Name:	Innerscope Research, LLC	Street Address:	427 Newbury Street	City:	Boston	State/Country:	MASSACHUSETTS	Postal Code:	02115
Name:	Innerscope Research, LLC										
Street Address:	427 Newbury Street										
City:	Boston										
State/Country:	MASSACHUSETTS										
Postal Code:	02115										
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>13657432</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13657432						
Property Type	Number										
Application Number:	13657432										
CORRESPONDENCE DATA											
<p>Fax Number: 2024294380  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (202) 403-2100        Email: ip-docketing@murphyking.com        Correspondent Name: Murphy &amp; King, P.C.        Address Line 1: 1055 Thomas Jefferson Street, N.W.        Address Line 2: Suite 400        Address Line 4: Washington, D.C., DISTRICT OF COLUMBIA 20007</p>											
ATTORNEY DOCKET NUMBER:	5692-006-US01CON1										
NAME OF SUBMITTER:	Stephanie D. Scruggs										
<p>Total Attachments: 2        source=5692-006-US01CON1 - Assign1#page1.tif        source=5692-006-US01CON1 - Assign1#page2.tif</p>											

CH \$40.00 13657432

## ASSIGNMENT

We, **Carl Marci** of Boston, Massachusetts, and **Brian Levine** of Arlington, Massachusetts, the undersigned, for good and valuable consideration, the receipt of which is hereby acknowledged, hereby assign, sell and transfer to **Innerscope Research, LLC**, a **Massachusetts Limited Liability Company**, with offices at **427 Newbury Street, Boston, MA 02115**, and its successors, assigns and legal representatives, all hereinafter referred to as the ASSIGNEE: (1) our entire right, title and interest for the United States and in all countries, in and to any and all inventions, discoveries and applications which are disclosed in the application for United States Letters Patent entitled:

### METHOD AND SYSTEM FOR DETERMINING AUDIENCE RESPONSE TO A SENSORY STIMULUS

filed with the U.S. Patent and Trademark Office on **September 5, 2007** and assigned Serial No. **11/850,650**, and any renewals, revivals, reissues, reexaminations, extensions, continuations and divisions thereof and any substitute applications therefor; (2) the full and complete right to file patent applications in the name of the ASSIGNEE, its designee, or in my/our names at the ASSIGNEE, or its designee's election, on the aforesaid inventions, discoveries and applications in all countries of the world; (3) the entire right, title and interest in and to any Letters 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 (4) the entire right, title and interest in all Convention and Treaty Rights of all kinds thereon, including without limitation all rights of priority in any country of the world, in and to the above inventions, discoveries and applications.

We hereby authorize and request the competent authorities to grant and to issue any and all such Letters Patent in the United States and throughout the world to the ASSIGNEE of the entire right, title and interest therein, as fully and entirely as the same would have been held and enjoyed by me/us had this assignment, sale and transfer not been made.

We agree, at any time, upon the request of the ASSIGNEE, to execute and to deliver to the ASSIGNEE any additional applications for patents for said inventions and discoveries, or any part or parts thereof, and any applications for patents of confirmation, registration and importation based on any Letters Patent issuing on said inventions, discoveries, or applications and divisions, continuations, renewals, revivals, reissues, reexaminations and extensions thereof.

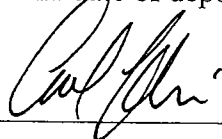
We further agree at any time to execute and to deliver upon request of the ASSIGNEE such additional documents, if any, as are necessary or desirable to secure patent protection on said inventions, discoveries and applications throughout all countries of the world, and otherwise to do the necessary to give full effect to and to perfect the rights of the ASSIGNEE under this Assignment, including the execution, delivery and procurement of any and all further documents evidencing this assignment, transfer and sale as may be necessary or desirable.

We hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

We further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

We authorize and request that the attorneys appointed in said application to hereafter complete this assignment by inserting above the Express Mail number and date of deposit when known.

Date: December 17, 2007



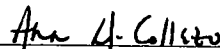
\_\_\_\_\_  
Carl Marci

State of Massachusetts

Country of Suffolk

Subscribed and sworn to before me this 17<sup>th</sup> day of December, 2007.

SEAL



\_\_\_\_\_  
Notary Public

My commission expires June 1, 2012

Date: December 17, 2007



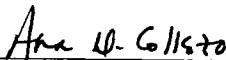
\_\_\_\_\_  
Brian Levine

State of Massachusetts

Country of Suffolk

Subscribed and sworn to before me this 17<sup>th</sup> day of December, 2007.

SEAL



\_\_\_\_\_  
Notary Public

My commission expires June 1, 2012