

Form PTO-1595 (Rev. 06-12)
OMB No. 0651-0027 (exp. 04/30/2015)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Craig A. Hennessey; Jacob Fiset

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) March 2, 2012; March 1, 2012

- Assignment
- Security Agreement
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Name: TandemLaunch Technologies Inc.

Internal Address: Suite 200

Street Address: 245 Victoria Ave.

City: Westmount

State: Quebec

Country: Canada Zip: H3Z 2M6

Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s):

This document serves as an Oath/Declaration (37 CFR 1.63).

A. Patent Application No.(s)

B. Patent No.(s)

13/870,888

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Brett J. Slaney

Internal Address: Blake, Cassels & Graydon LLP
Commerce Court West, Suite 4000

Street Address: 199 Bay Street

City: Toronto

State: Ontario Zip: M5L 1A9

Phone Number: 416-863-2518

Docket Number: 201342/00029

Email Address: brett.slaney@blakes.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

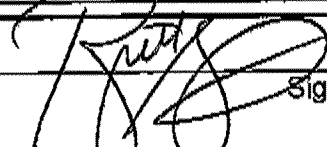
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 02-2553

Authorized User Name Brett J. Slaney

9. Signature:



Signature

Apr. 29/13
Date

Brett J. Slaney

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

PATENT

CH \$40.00 022553 13870888

Assignment - World - application

ASSIGNMENT (World)

WHEREAS,

HENNESSEY, Craig A.; and

FISET, Jacob

hereinafter referred to as the "Assignors", whose full post office addresses are,

245 Victoria Avenue, Suite 200, Westmount, Quebec, H3Z 2M6, Canada; and

12085 av. Berlioz, Apt. 102, Quebec, Quebec, G2B 4R9, Canada

have made an invention relating to and entitled:

**METHOD AND SYSTEM FOR MEDIA DISPLAY INTERACTION BASED ON EYE
GAZE TRACKING**

hereinafter referred to as the "Invention", as fully set forth and described in an application for Letters Patent identified as:

Country: **PCT**

Serial number: **PCT/CA2011/001213**

Filing date: **November 4, 2011;**

hereinafter referred to as the "Application";

AND WHEREAS,

TANDEMLAUNCH TECHNOLOGIES INC.

hereinafter referred to as the "Assignee", whose full post office address is

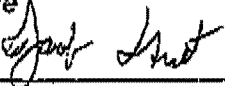
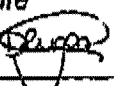
245 Victoria Avenue, Suite 200, Westmount, Quebec, H3Z 2M6, Canada;

desires to acquire the Assignors' entire right, title and interest in and to the Invention and the Application;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignors do hereby sell, assign, transfer and set over to the Assignee, its successors, assigns, or legal representatives, its entire right, title and interest for Canada, the United States and all other countries throughout the World in and to the Invention, together with its entire right, title and interest in and to the Application and any and all Letters Patent that may issue for the Invention, including any and all divisions, reissues, continuations and extensions of the Application, to the full end of the term for which each said Letters Patent may be granted, and including any right to claim priority based on the Application, the same to be held and enjoyed as fully and completely as the same would have been held and enjoyed by the Assignors had this Assignment not been made;

AND the Assignors, on behalf of themselves and its executors and administrators, do hereby covenant and agree to do all such lawful acts and things and to execute without further consideration such further lawful assignments, documents, assurances, applications and other instruments as may reasonably be required by the Assignee, its successors, assigns, or legal representatives, to obtain any and all Letters Patent for the Invention and vest the same in the Assignee, its successors, assigns, or legal representatives.

AND the Assignors, on behalf of themselves and its executors and administrators, do hereby authorize the Assignee, its successors, assigns, or legal representatives, including its Patent Agents, Blake, Cassels & Graydon LLP, to amend this assignment to insert or correct the filing date, serial number or other identifying information of the Application as may be needed to record this assignment.

Assignor 1	Witness
Name Craig A. HENNESSEY	Name
Signature	Signature
Date	Date
Assignor 2	Witness
Name Jacob Fiset	Name Maria DLUGOSCH
Signature 	Signature M. 
Date March - 01 - 12	Date March 01, 2012

Page 2

AND the Assignors, on behalf of themselves and its executors and administrators, do hereby covenant and agree to do all such lawful acts and things and to execute without further consideration such further lawful assignments, documents, assurances, applications and other instruments as may reasonably be required by the Assignee, its successors, assigns, or legal representatives, to obtain any and all Letters Patent for the invention and vest the same in the Assignee, its successors, assigns, or legal representatives.

AND the Assignors, on behalf of themselves and its executors and administrators, do hereby authorize the Assignee, its successors, assigns, or legal representatives, including its Patent Agents, Blake, Cassels & Graydon LLP, to amend this assignment to insert or correct the filing date, serial number or other identifying information of the Application as may be needed to record this assignment.

Assignor 1	Witness
Name Craig A. HENNESSEY	Name JULIE ROBILLARD
Signature <i>Craig A. Hennessey</i>	Signature <i>Julie Robillard</i>
Date March 7, 2012	Date MARCH 7, 2012
Assignor 2	Witness
Name Jacob Fiset	Name
Signature	Signature
Date	Date

Blake, Cassels & Graydon LLP (7/04)