

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT2644960

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>RAUL IGNACIO VERANO</td><td>11/11/2013</td></tr><tr><td>JUAN IGANCIO PORTA</td><td>11/11/2013</td></tr><tr><td>ARIEL ALEJANDRO DISTEFANO</td><td>11/11/2013</td></tr></tbody></table>	Name	Execution Date	RAUL IGNACIO VERANO	11/11/2013	JUAN IGANCIO PORTA	11/11/2013	ARIEL ALEJANDRO DISTEFANO	11/11/2013	
Name	Execution Date								
RAUL IGNACIO VERANO	11/11/2013								
JUAN IGANCIO PORTA	11/11/2013								
ARIEL ALEJANDRO DISTEFANO	11/11/2013								
RECEIVING PARTY DATA									
Name:	SHOPPERCEPTION, INC.								
Street Address:	168 POUND RIDGE ROAD								
City:	BEDFORD								
State/Country:	NEW YORK								
Postal Code:	10506								
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>14077091</td></tr></tbody></table>	Property Type	Number	Application Number:	14077091					
Property Type	Number								
Application Number:	14077091								
CORRESPONDENCE DATA									
Fax Number:	(312)456-8435								
Phone:	(312) 456-8400								
Email:	LAIPMAIL@gtlaw.com								
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>									
Correspondent Name:	CECILY ANNE O'REGAN								
Address Line 1:	77 WEST WACKER DRIVE, STE. 3100								
Address Line 4:	CHICAGO, ILLINOIS 60601								
ATTORNEY DOCKET NUMBER:	141486.010101								
NAME OF SUBMITTER:	REGINA L. HENLEY								
Signature:	/Regina L. Henley/								
Date:	12/11/2013								
Total Attachments: 3 source=ShoppercepASGN#page1.tif source=ShoppercepASGN#page2.tif source=ShoppercepASGN#page3.tif									

CH \$40.00 14077091

PATENT

PATENT ASSIGNMENT

Docket Number 141486.010101

Page 1 of 3

IN THIS PATENT ASSIGNMENT, made and entered into as of the 11<sup>th</sup> day of November 2013 ("Effective Date"), the parties agree as follows:

WHEREAS, the undersigned

VERANO, Raul Ignacio  
Pena 2962 2A  
Buenos Aires, Argentina

Di STEFANO, Ariel Alejandro  
I.n. Alem 3424, San Andres  
Buenos Aires, Argentina

PORTA, Juan Ignacio  
Belgrano 674, Bernal  
Buenos Aires, Argentina

(hereinafter "Inventor(s)"), have invented certain new and useful improvements in

**METHODS AND SYSTEMS FOR MEASURING HUMAN INTERACTION**

☐ for which a United States patent application is executed on even date herewith;  
☒ for which Application No. 14/077,091 was filed on November 11, 2013 in the United States Patent Office;  
☐ for which Application No. \_\_\_\_ was filed on \_\_\_\_ in the U.S. Receiving Office of the Patent Cooperation Treaty;  
☐ for which Application No. \_\_\_\_ was filed on \_\_\_\_ in the \_\_\_\_ Patent Office; and/or  
☐ for which an application was filed upon which a United States Patent issued on \_\_\_\_, as U.S. Patent No. \_\_\_\_  
(hereinafter "Application(s)").

WHEREAS, Shopperception, Inc., a Delaware corporation, having a place of business at 168 Pound Ridge Road Bedford NY 10506, (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Application(s) and the inventions disclosed therein, and in and to all embodiments of the inventions, heretofore conceived, made or discovered, whether jointly or severally, by said Inventor(s) (hereinafter collectively referred to as "Inventions"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter "Patent(s)") thereon granted in the United States, foreign countries, or under any international convention, agreement, protocol, or treaty.

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventor(s) to have been received in full from said Assignee:

1. Said Inventor(s) do hereby sell, assign, transfer and convey unto said Assignee the entire right, title and interest (a) in and to said Inventions, including the right to claim priority to said Inventions; (b) in and to all rights to all United States and corresponding non-United States patent applications and Patent(s), including those filed under the Paris Convention for the Protection of Industrial Property, The Patent Cooperation Treaty or otherwise; (c) in and to any and all applications filed and any and all Patent(s) granted on said Inventions in the United States, in any foreign country, or under any international convention, agreement, protocol, or treaty, including each and every application filed and any and all Patent(s) granted on any application which is a divisional, substitution, continuation, or continuation-in-part of any of said Application(s); and (d) in and to each and every

PATENT ASSIGNMENT

Docket Number 141486.010101  
Page 2 of 3

reissue, reexamination, or extensions of any of said Patent(s).

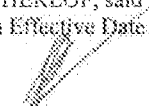
2. Said Inventor(s) hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States, foreign countries, or under any international convention, agreement, protocol, or treaty. Such cooperation by said Inventor(s) shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any applications covering said Inventions; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said Inventions; (d) for filing and prosecuting applications for reissuance of any said Patent(s); (e) for interference or other priority proceedings involving said Inventions; and (f) for legal proceedings involving said Inventions and any applications therefor and any Patent(s) granted thereon, including without limitation reissues and reexaminations, opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor(s) in providing such cooperation shall be paid for by said Assignee.

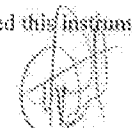
3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventor(s), their respective heirs, legal representatives and assigns.

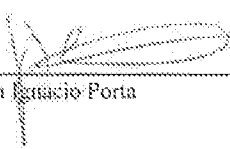
4. Said Inventor(s) hereby warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

5. Said Inventor(s) hereby request that any Patent(s) issuing in the United States, foreign countries, or under any international convention, agreement, protocol, or treaty, be issued in the name of the Assignee, or its successors and assigns, for the sole use of said Assignee, its successors, legal representatives and assigns.

IN WITNESS WHEREOF, said Inventor(s) have executed and delivered this instrument to said Assignee with an Effective Date as first written above.

  
Raul Ignacio Verano

  
Ariel Alejandro Di Stefano

  
Juan Ignacio Porta

SV 347302784v1

PATENT ASSIGNMENT

Docket Number 141486.010101  
Page 3 of 3

RECEIVED AND AGREED TO BY ASSIGNEE:

By: 

Name Ariel Alejandro Di Stefano  
Title: CEO

SV 347302784v1