

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2823775

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
CONVEYING PARTY DATA	
Name	Execution Date
IMOTIONS - EYE TRACKING A/S	05/21/2013
RECEIVING PARTY DATA	
Name:	IMOTIONS A/S
Street Address:	KOMPAGNISTRAEDE 27 3
City:	COPENHAGEN K
State/Country:	DENMARK
Postal Code:	1208
PROPERTY NUMBERS Total: 4	
Property Type	Number
Application Number:	12542111
Application Number:	13255010
Application Number:	13424109
Application Number:	13964624
CORRESPONDENCE DATA	
Fax Number:	(703)770-7901
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	(703) 770-7516
Email:	susan.trader@pillsburylaw.com, docket_ip@pillsburylaw.com
Correspondent Name:	PILLSBURY WINTHROP SHAW PITTMAN LLP
Address Line 1:	1650 TYSONS BOULEVARD
Address Line 2:	P. O. BOX 10500
Address Line 4:	MCLEAN, VIRGINIA 22102
ATTORNEY DOCKET NUMBER:	067578-0382042
NAME OF SUBMITTER:	BRADFORD C. BLAISE
SIGNATURE:	/Bradford C. Blaise/
DATE SIGNED:	04/22/2014
Total Attachments: 9	
source=iMotions_Change_of_Name_to_iMotions_AS#page1.tif	
source=iMotions_Change_of_Name_to_iMotions_AS#page2.tif	

source=iMotions_Change_of_Name_to_iMotions_AS#page3.tif
source=iMotions_Change_of_Name_to_iMotions_AS#page4.tif
source=iMotions_Change_of_Name_to_iMotions_AS#page5.tif
source=iMotions_Change_of_Name_to_iMotions_AS#page6.tif
source=iMotions_Change_of_Name_to_iMotions_AS#page7.tif
source=iMotions_Change_of_Name_to_iMotions_AS#page8.tif
source=iMotions_Change_of_Name_to_iMotions_AS#page9.tif

I, Roger K. Stenlund, a resident of Amherst, Massachusetts and a citizen of the United States, hereby declare as follows:

1. I am acquainted with the Danish Language;
2. I am acquainted with the English Language; and
3. the attached document is a true and correct translation, made by me, of:

Board of the Ministry of Economics and Business Affairs (Denmark)

A complete report for IMOTIONS Ltd.

Roger K. Stenlund
Roger K. Stenlund

DATE: April 21, 2014



ERHVERVSSTYRELSEN
Board of the Ministry of Economics and Business Affairs (Denmark)

A complete report for
IMOTIONS Ltd.

Business reg. no.:	33504004
Name:	IMOTIONS A/S (Ltd.)
Master P no.:	1016676256
Master P unit:	IMOTIONS A/S
Date of foundation:	February 23, 2011
Address:	Kompagnistræde 27 3 1208 Copenhagen K
Municipality:	Copenhagen
Purpose:	Objective of the company is to do business with marketing, sales and distribution of eye tracking hardware and software and providing related eye tracking service and other related activities according to the Board's discretion
Publicly listed:	No
Status:	Company is a standard type company
Advertising Protected:	No
Telephone:	31207202
E-mail:	peter@hartzbech.com
Number of employees:	2-4 (2nd quarter 2013)
Type of company:	Limited liability company
Industry:	620100 Computer Programming
Employer branding:	No
Founders:	TRUE BORN GLOBAL INVESTMENTS Ltd. Ben Webster Road 106, 4th floor 2450 Copenhagen SV
Board of Directors:	(Chairman) Ulrik Jensen Kongebrovej 19 5500 Middelfart
Complete Report for Business Reg. #:	33504004

Page 1 of 4

Generated: April 3rd, 2014 at 14:43



Board of the Ministry of Economics and Business Affairs (Denmark)

Management:	Peter Hartzbech Longfellow Place 4 Apt 2701 02114 Cambridge USA Louise Koefoed Lunden Undinevej 1 Ganløse Mørke 3660 Stenløse Peter Hartzbech Longfellow Place 4 Apt 2701 02114 Cambridge USA (Joined on February 23, 2011)
Revision:	AP GOVERNMENT ACCREDITED AUDITORS P/S North Farimagsgade 11 1364 Copenhagen K (Joined on January 1, 2013)
Signature rule:	The company is signed by the Director or by the Board of Directors
Financial year:	From January 1st to December 31st
The first accounting period:	February 23, 2011 - December 31, 2011
Share capital	DKK 625,000
Published accounts:	January 1, 2012 - December 31, 2012 Annual Report published on April 24, 2013 February 23, 2011 – December 31, 2011 Annual Report published on February 24, 2012
Historical records: Published records:	October 9, 2013 Business reg. no.: 33504004 IMOTIONS A/S New address: Kompagnistræde 27, 3rd, 1208 Copenhagen K. New municipality: Copenhagen. May 22, 2013 Business registration no.: 33504004 IMOTIONS - EYE TRACKING A/S Statutes changed: May 21, 2013. New name: IMOTIONS A/S. November 1, 2013 Business registration no.: 33504004 IMOTIONS - EYE TRACKING A/S Revision: Resigned from the audit: CVR NO. (Bus. reg. #). 24252019 AP,



Board of the Ministry of Economics and Business Affairs (Denmark)

	GOVERNMENT ACCREDITED AUDITORS I/S, on December 31, 2012. Entered member of the audit: Business reg. no.: 34884935 AP GOVERNMENT ACCREDITED AUDITORS P/S, North Farimagsgade 11, DK-1364 Copenhagen K, on January 1, 2013. January 10, 2013 Business registration no.: 33504004 IMOTIONS - EYE TRACKING A/S Board of Directors: Resigned from the Board of Directors: Simon Falbe -Hansen, on January 10, 2013. Entered member of the Board: Louise Koefoed Lunden, Undinevej 1, Ganløse Mørke, 3660 Stenløse, on January 10, 2013. July 3, 2012 Business registration no.: 33504004 IMOTIONS - EYE TRACKING A/S Board of Directors: Resigned as chairman but remains on the board: Simon Falbe -Hansen, on June 22, 2012. Resigned from the Board of Directors: Louise Koefoed Lunden, on June 22, 2012. Entered member of the Board: Ulrik Jensen (Chairman), Kongebrovej 19, 5500 Middelfart, on June 22, 2012. May 8, 2012 Business registration no.: 33504004 IMOTIONS - EYE TRACKING A/S Statutes changed: May 5, 2012. Capital increase: DKK 53,571.00 paid cash, rate 700.00. Capital amounts to DKK 625,000.00. 06.03.2012 Business registration no.: 33504004 IMOTIONS - EYE TRACKING A/S Statutes changed: January 27, 2012. Capital increase: DKK 71,429.00 paid cash, rate 525.00. Capital amounts to DKK 571,429.00. 03.03.2011 Business registration no.: 33504004 IMOTIONS - EYE TRACKING Ltd. Statutes changed: February 28, 2011. Capital increase: DKK 333,334.00 paid by transferred reserves/profit, rate 100.00. The company is transformed into an A/S (Ltd.) with Business reg. no. 33504004 NAME: IMOTIONS - EYE TRACKING A/S. ADDRESS: Smedeholm 13B, 1, DK-2730 Herlev. Municipality: Herlev. Capital DKK 500,000.00. Board of Directors: Simon Falbe - Hansen (Chairman), Livjærgergade 17, 2, 2100 Copenhagen East, on February 28, 2011, Hartzbech, Sophus Bauditz Road 4, 3rd floor., 2920 Charlottenlund, on February 28, 2011, Louise Koefoed Lunden, Undinevej 1, Ganløse Mørke, 3660 Stenløse, on February 28, 2011.
--	--



Board of the Ministry of Economics and Business Affairs (Denmark)

	Management: Hartzbech, Sophus Bauditz Road 4, 3rd floor, 2920 Charlottenlund. The company is signed by the Director or the Board of Directors. Revision: Business reg. no. 24252019 AP, GOVERNMENT ACCREDITED AUDITORS I/S, North Farimagsgade 11, DK-1364 Copenhagen K. Financial year: 01.01 - 31December February 25, 2011 Business registration no.: 33504004 IMOTIONS - EYE TRACKING Ltd. Statutes changed: February 25, 2011. Capital increase: DKK 41,666.00 paid cash, rate 902.50. Capital amounts to DKK 166,666.00. February 25, 2011 Business registration no.: 33504004 IMOTIONS - EYE TRACKING Ltd. New address: Smedeholm 13B, 1, DK-2730 Herlev. New Municipality: Herlev. February 23, 2011 Business registration no.: 33504004 IMOTIONS - EYE TRACKING Ltd. Address: c/o Lunden, Undinevej 1 Ganløse Mørke, 3660 Stenløse Date of foundation: February 23, 2011. Latest statute date: February 23, 2011. Capital: DKK 125,000.00. Payment method: cash DKK 125,000.00 at a rate of 100.00. Founder: Business reg. no.: 30712900 TRUE BORN GLOBAL INVESTMENTS Limited, Ben Webster Road 106, 4th floor, 2450 Copenhagen SV, on February 23, 2011. Management: Hartzbech, Sophus Bauditz Road 4, 3rd floor, 2920 Charlottenlund, on February 23, 2011. The company is signed by a director. Revision: Business reg. no. 24252019 AP, GOVERNMENT ACCREDITED AUDITORS I/S, North Farimagsgade 11, DK-1364 Copenhagen K, on February 23, 2011. First financial year: February 23, 2011 - December 31, 2011. Financial year: January 1 - December 31
--	---



Fuldstændig rapport for
IMOTIONS A/S

CVR-nr.: 33504004

Navn: IMOTIONS A/S

Hoved P-nr.: 1016676256

Hoved P-enhed: IMOTIONS A/S

Stiftelsesdato: 23.02.2011

Adresse: Kompagnistræde 27 3
1208 København K

Kommune: København

Formål: Selskabets formål er at drive handel med markedsføring, salg og distribution af eye tracking hardware og software og relaterede eye tracking service ydelser samt dermed beslægtet virksomhed efter bestyrelsens skøn

Børsnoteret: Nej

Status: Selskabet er normalt

Reklamebeskyttet: Nej

Telefon: 31207202

E-mail: peter@hartzbech.com

Antal ansatte: 2-4 (2. kvartal 2013)

Virksomhedsform: Aktieselskab

Branche: 620100 Computerprogrammering

Arbejdsgivermarkering: Nej

Stiftere: TRUE BORN GLOBAL INVESTMENTS ApS
Ben Websters Vej 106 4 th
2450 København SV

Bestyrelse: (formand) Ulrik Jensen
Kongebrovej 19
5500 Middelfart



Peter Hartzbech
Longfellow Place 4 Apt 2701
02114 Cambridge
USA

Louise Koefoed Lunden
Undinevej 1
Ganløse Mørke
3660 Stenløse

Direktion: Peter Hartzbech
Longfellow Place 4 Apt 2701
02114 Cambridge
USA
(Tiltrådt 23.02.2011)

Revision: AP STATS AUTORISERED E REVISORER P/S
Nørre Farimagsgade 11
1364 København K
(Tiltrådt 01.01.2013)

Tegningsregel: Selskabet tegnes af direktøren eller af den samlede bestyrelse

Regnskabsår: Fra 01.01 til 31.12

Første regnskabsperiode: 23.02.2011 - 31.12.2011

Aktiekapital DKK 625.000

Offentliggjorte regnskaber: 01.01.2012 - 31.12.2012 Årsregnskab offentliggjort d. 24.04.2013
23.02.2011 - 31.12.2011 Årsregnskab offentliggjort d. 24.02.2012

Historiske registreringer:

Offentliggjorte registreringer: 09.10.2013 Cvr-nr.: 33504004 IMOTIONS A/S
Ny adresse: Kompagnistræde 27, 3., 1208 København K.
Ny kommune: København.

22.05.2013 Cvr-nr.: 33504004 IMOTIONS - EYE TRACKING A/S
Vedtægter ændret: 21.05.2013.
Nyt navn: IMOTIONS A/S.

11.01.2013 Cvr-nr.: 33504004 IMOTIONS - EYE TRACKING A/S
Revision:
Udtrådt af revisionen: CVR-NR. 24252019 AP,



STATSAUTORISEREDE REVISORER I/S, den 31.12.2012.

Indtrådt i revisionen: CVR-NR. 34884935 AP

STATSAUTORISEREDE REVISORER P/S, Nørre

Farimagsgade 11, 1364 København K, den 01.01.2013.

10.01.2013 Cvr-nr.: 33504004 IMOTIONS - EYE TRACKING

A/S

Bestyrelse:

Udtrådt af bestyrelsen: Simon Falbe-Hansen, den 10.01.2013.

Indtrådt i bestyrelsen: Louise Koefoed Lunden, Undinevej 1,

Ganløse Mørke, 3660 Stenløse, den 10.01.2013.

03.07.2012 Cvr-nr.: 33504004 IMOTIONS - EYE TRACKING

A/S

Bestyrelse: Fratrådt som formand, men forbliver i bestyrelsen:

Simon Falbe-Hansen, den 22.06.2012.

Udtrådt af bestyrelsen: Louise Koefoed Lunden, den 22.06.2012.

Indtrådt i bestyrelsen: Ulrik Jensen, (formand), Kongebrovej 19,

5500 Middelfart, den 22.06.2012.

08.05.2012 Cvr-nr.: 33504004 IMOTIONS - EYE TRACKING

A/S

Vedtægter ændret: 05.05.2012.

Kapitalforhøjelse: kr. 53.571,00 indbetalt kontant, kurs 700,00.

Kapitalen udgør herefter kr. 625.000,00.

06.03.2012 Cvr-nr.: 33504004 IMOTIONS - EYE TRACKING

A/S

Vedtægter ændret: 27.01.2012.

Kapitalforhøjelse: kr. 71.429,00 indbetalt kontant, kurs 525,00.

Kapitalen udgør herefter kr. 571.429,00.

03.03.2011 Cvr-nr.: 33504004 IMOTIONS - EYE TRACKING

ApS

Vedtægter ændret: 28.02.2011.

Kapitalforhøjelse: kr. 333.334,00 indbetalt ved overførte reserver /
overskud, kurs 100,00.

Selskabet er omdannet til et A/S med CVR-nr 33504004.

NAVN: IMOTIONS - EYE TRACKING A/S.

ADRESSE: Smedeholm 13B, 1., 2730 Herlev.

Kommune: Herlev.

Kapital kr. 500.000,00.

Bestyrelse: Simon Falbe-Hansen, (formand), Livjærggade 17, 2.,

2100 København Ø, den 28.02.2011, Peter Hartzbech, Sophus

Bauditz Vej 4, 3. th., 2920 Charlottenlund, den 28.02.2011,

Louise Koefoed Lunden, Undinevej 1, Ganløse Mørke, 3660

Stenløse, den 28.02.2011.



Direktion: Peter Hartzbech, Sophus Bauditz Vej 4, 3. th., 2920 Charlottenlund.

Selskabet tegnes af direktøren eller af den samlede bestyrelse.

Revision: CVR-NR. 24252019 AP, STATSAUTORISEREDE REVISORER I/S, Nørre Farimagsgade 11, 1364 København K.
Regnskabsår: 01.01 - 31.12.

25.02.2011 Cvr-nr.: 33504004 IMOTIONS - EYE TRACKING ApS

Vedtægter ændret: 25.02.2011.

Kapitalforhøjelse: kr. 41.666,00 indbetalt kontant, kurs 902,50.
Kapitalen udgør herefter kr. 166.666,00.

25.02.2011 Cvr-nr.: 33504004 IMOTIONS - EYE TRACKING ApS

Ny adresse: Smedeholm 13B, 1., 2730 Herlev.

Ny kommune: Herlev.

23.02.2011 Cvr-nr.: 33504004 IMOTIONS - EYE TRACKING ApS

Adresse: c/o Lunden, Undinevej 1, Ganløse Mørke, 3660 Stenløse

Stiftelsesdato: 23.02.2011.

Seneste vedtægtsdato: 23.02.2011.

Kapital: kr. 125.000,00.

Indbetalingsmåde: kontant kr. 125.000,00 til kurs 100,00.

Stifter: CVR-NR. 30712900 TRUE BORN GLOBAL

INVESTMENTS ApS, Ben Websters Vej 106, 4. th., 2450 København SV, den 23.02.2011.

Direktion: Peter Hartzbech, Sophus Bauditz Vej 4, 3. th., 2920 Charlottenlund, den 23.02.2011.

Selskabet tegnes af en direktør.

Revision: CVR-NR. 24252019 AP, STATSAUTORISEREDE REVISORER I/S, Nørre Farimagsgade 11, 1364 København K, den 23.02.2011.

Første regnskabsår: 23.02.2011 - 31.12.2011.

Regnskabsår: 01.01 - 31.12.