

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
INSIGHTEXPRESS, LLC		11/30/2014
RECEIVING PARTY DATA		
Name:	DYNAMICLOGIC LLC	
Street Address:	3333 WARRENVILLE ROAD	
Internal Address:	SUITE 400	
City:	LISLE	
State/Country:	ILLINOIS	
Postal Code:	60532	
PROPERTY NUMBERS Total: 5		
Property Type	Number	
Patent Number:	7398223	
Patent Number:	6993495	
Patent Number:	8234152	
Application Number:	13672384	
Application Number:	14270551	
CORRESPONDENCE DATA		
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NAME OF SUBMITTER:	AMBER HYPOLITE	
SIGNATURE:	/AH/	
DATE SIGNED:	12/04/2014	
Total Attachments: 4		

PATENT

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PATENT ASSIGNMENT AGREEMENT

This PATENT ASSIGNMENT AGREEMENT ("**Patent Assignment**"), dated as of November 30, 2014, is made by INSIGHTEXPRESS LLC, a Delaware limited liability company having a place of business at 3333 Warrenville Road, Suite 400, Lisle, IL 60532 (the "**Assignor**"), in favor of DYNAMICLOGIC LLC, a Delaware limited liability company having a place of business at 3333 Warrenville Road, Suite 400, Lisle, IL 60532 ("**Assignee**"), and together with the Assignor, the "**Parties**").

WHEREAS, the Assignor is the owner of one or more inventions disclosed in the application(s) for Letters Patent of the United States listed in **Appendix A** (the "**Assigned Patent(s) and Application(s)**").

WHEREAS, the Assignor wishes to transfer and assign to Assignee, and Assignee wishes to obtain, all right, title in, to and under the Assigned Patent(s) and Application(s).

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignment. The Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to the following:

(a) all inventions disclosed and claimed, and as possessed by the inventors thereof, and any and all inventions which are disclosed but not claimed in the Assigned Patent(s) and Application(s) described above and all issuances, divisionals, continuations, continuations-in-part, reissues, extensions, reexaminations and renewals thereof (the "**Patents**");

(b) all rights of any kind whatsoever of the Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world, including all patent applications or related property rights which have been or shall be filed on any of the foregoing in all foreign countries;

(c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action (either in law or in equity) with respect to any of the foregoing, whether accruing before, on and/or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue and/or counterclaim for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. The Assignor authorizes the Commissioner for Patents and any other governmental officials to:

(a) issue to said Assignee, the company above named, in accordance with this Patent Assignment, any and all United States Letters Patents on the foregoing inventions or any of them disclosed in said Assigned Patent(s) and Application(s); and

(b) record and register this Patent Assignment upon request by Assignee.

The Assignor shall take such reasonable steps and actions following the date hereof, including the execution of any documents, files, registrations, or other similar items (at Assignee's sole expense) that are necessary to ensure that the Assigned Patent(s) and Application(s) are properly assigned to Assignee, or any assignee or successor thereto.

3. Foreign Rights. Assignor agrees that Assignee may apply for and receive foreign Letters Patent or rights of any other kind for said foregoing inventions, or any of them; and may claim, in applications for said foreign Letters Patent or other rights, the priority of the aforesaid United States patent application under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement.

4. Future Covenants. In order to carry out the intent and purpose of this Patent Assignment in good faith, upon request, without charge to, but at the expense of, said Assignee, the Assignor will:

(a) execute all issuances, divisionals, continuations, continuations-in-part, reissues, extensions, reexaminations and renewals, and all other patent applications or other documents on any and all said inventions in the United States and all foreign countries;

(b) execute all rightful oaths, assignments, powers of attorney and other papers;

(c) communicate to said Assignee all facts known and documents available to the Assignor relating to said inventions and the history thereof;

(d) testify in all legal proceedings; and

(e) generally do everything possible which said Assignee shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting in said Assignee title to said inventions and all applications for patents or related foreign rights and all patents on said inventions.

5. Counterparts. This Patent Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Patent Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Patent Assignment.

6. Successors and Assigns. This Patent Assignment shall be binding upon and shall inure to the benefit of the Parties hereto and their respective, successors and assigns.

7. Governing Law. This Patent Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Patent Assignment and the transaction's contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of New York, without giving effect to any choice of conflict of law provision or rule (whether of the State of New York or any other jurisdiction).

IN WITNESS WHEREOF Assignor has duly executed and delivered this Patent Assignment as of the date first above written,

INSIGHTEXPRESS LLC

Assignor



By: Kevin Farwell

Title: Secretary

Address:

3333 Warrenville Road, Suite 400

Lisle, IL 60532

ACKNOWLEDGED AND AGREED:

DYNAMICLOGIC, LLC

Assignee



By: Kevin Farwell

Title: Secretary

Address:

3333 Warrenville Road, Suite 400

Lisle, IL 60532

APPENDIX A

A. Issued Patents

	Application No.	Filing Date	Patent No.	Issue Date	Title
1	10/980,487	Nov. 2, 2004	7,398,223	Jul. 8, 2008	DYNAMICALLY ASSIGNING A SURVEY TO A RESPONDENT
2	09/781,523	Feb. 8, 2001	6,993,495	Jan. 31, 2006	DYNAMICALLY ASSIGNING A SURVEY TO A RESPONDENT
3	11/811,963	Jun. 12, 2007	8,234,152	Jul. 31, 2012	ONLINE SURVEY SPAWNING, ADMINISTRATION AND MANAGEMENT

B. Published Patent Applications

	Applicant No.	Filing Date	Publication No.	Publication Date	Title
1	13/672,384	Nov. 8, 2012	2013/0117103	May 9, 2013	UNIVERSAL CONTROL
2	14/270,551	May 6, 2014	N/A	N/A	TECHNIQUES FOR CO-USAGE ADJUSTMENT OF AUDIENCE VERIFICATION