

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JAMES J. WEATHERHEAD	03/19/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	EYETRACKING, INC.
<b>Street Address:</b>	512 VIA DE LA VALLE, SUITE 200
<b>City:</b>	SOLANA BEACH
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92075
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14059291
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
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<b>Address Line 4:</b>	BOSTON, MASSACHUSETTS 02111
<b>ATTORNEY DOCKET NUMBER:</b>	34846-507C02US
<b>NAME OF SUBMITTER:</b>	MICHAEL D. VAN LOY
<b>SIGNATURE:</b>	/mdvl/
<b>DATE SIGNED:</b>	03/27/2015
<b>Total Attachments: 2</b>	
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## ASSIGNMENT

I, **James J. Weatherhead**, the undersigned, hereinafter referred to as the ASSIGNOR, for good and valuable consideration, the receipt of which is hereby acknowledged, confirm that I have sold and assigned, and do hereby assign, sell and transfer to **EYETRACKING, INC.**, with offices at 512 Via De La Valle, Suite 200, Solana Beach, California 92075, and to its successors, assigns and legal representatives, collectively hereinafter referred to as the ASSIGNEE: (1) my 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:

### CHARACTERIZING DYNAMIC REGIONS OF DIGITAL MEDIA DATA

filed with the U.S. Patent and Trademark Office on October 21, 2013, and assigned Application No. 14/059,291, including any subsequently filed utility applications, which claim priority to Application No. 14/059,291, filed October 21, 2013, and including 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 as 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.

I 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 had this assignment, sale and transfer not been made.

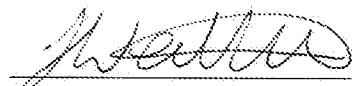
I agree, at any time, upon the request of the ASSIGNEE, to execute and to deliver to the ASSIGNEE any additional applications for patents for said inventions and discoveries, or any part or parts thereof, and any applications for patents of confirmation, registration and importation based on any Letters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

I 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.

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

First Inventor : James J. Weatherhead  
Application No. : 14/059,291  
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I 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.

Date: March 19, 2015   
James J. Weatherhead

IN WITNESS WHEREOF, I, Sandra P. Marshall, hereby declare  
(Printed Name of Witness)

that I was personally present and did see the above named person duly sign and execute the assignment.

Sandra P. Marshall  
(Signature of Witness)

Date: 3/19/15