

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT3566584

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SUNE ALSTRUP JOHANSEN	10/01/2015
HENRIK HEGNER TOMRA SKOVSGAARD	10/02/2015
MARTIN HENRIK TALL	10/01/2015
JAVIER SAN AGUSTIN LOPEZ	10/02/2015
SEBASTIAN SZTUK	10/02/2015
RECEIVING PARTY DATA	
Name:	THE EYE TRIBE APS
Street Address:	AMAGERFAELLEDVEG 56, SUITE 34
City:	COPENHAGEN S, 2300
State/Country:	DENMARK
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14254503
CORRESPONDENCE DATA	
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<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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Correspondent Name:	SCHWEGMAN LUNDBERG & WOESSNER, P.A.
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ATTORNEY DOCKET NUMBER:	3799.002US1
NAME OF SUBMITTER:	KASIE A. BOSMA
SIGNATURE:	/Kasie A. Bosma/
DATE SIGNED:	10/13/2015
Total Attachments: 8	
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PATENTS ONLY

Atty Ref/Docket No.: 3799.002US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Sune Alstrup Johansen, Henrik Hegner Tomra
Skovsgaard, Martin Henrik Tall, Javier San Agustin
Lopez, Sebastian Sztuk

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

2. Name and address of receiving party(ies):

Name: The Eye Tribe Aps

Street Address: Amagerfaelledveg 56, Suite 34

City: Copenhagen S, 2300

Country: Denmark

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

3. Nature of conveyance:

☒ Assignment ☐ Merger

☐ Security Agreement ☐ Change of Name

☐ Other

Execution Date: October 1, 2015, October 2, 2015,
October 1, 2015, October 2, 2015, October 2, 2015

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 14/254,503

Additional numbers attached? ☐ Yes ☒ No

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

Name: Andre L. Marais

Address:

Swegman Lundberg & Woessner, P.A.

P.O. Box 2938

Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41):\$ 0.00

☐ Enclosed

☐ Authorized to be charged to deposit account 19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

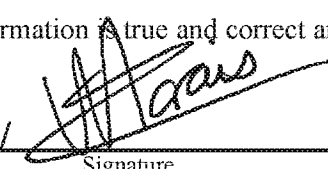
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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Andre L. Marais/Reg. No. 48,095

Name of Person Signing


Signature

October 13, 2015

Date

Total number of pages including cover sheet: 8

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks

Mail Stop Assignment Recordation Services

P.O. Box 1450

Alexandria, VA 22313-1450

PATENT
REEL: 036778 FRAME: 0382

ASSIGNMENT

WHEREAS, Sune Alstrup Johansen, Henrik Hegner Tomra Skovsgaard, Martin Henrik Tall, Javier San Agustin Lopez and Sebastian Sztuk (hereinafter the "Undersigned") have made one or more inventions and other subject matter (hereinafter collectively referred to as the "Invention") which are described in a patent application filed on April 16, 2014, which application was assigned US patent application serial number 14/254,503, and which is titled SYSTEMS AND METHODS OF EYE TRACKING DATA ANALYSIS; which are described in a patent application filed on April 16, 2013, which application was assigned US application serial number 61/812,608, and which is titled SYSTEMS AND METHODS OF EYE TRACKING DATA ANALYSIS.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency, and adequacy of which are hereby acknowledged by the Undersigned, the Undersigned do hereby irrevocably and unconditionally:

CONVEY, ASSIGN, AND TRANSFER to The Eye Tribe Aps (the "Assignee"), having a place of business at Frederikskaj 12, Copenhagen SV 2450, Denmark, the Undersigned's entire right, title, and interest for the United States and all foreign countries and jurisdictions in and to:

the Invention which is disclosed in the above-identified application or applications;

such application or applications, and all divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other applications for a patent or patents which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries and jurisdictions based in whole or in part on any of such Invention (including any application for a utility model or an innovation patent application);

all original and reissued patents which have been or shall be issued in the United States and all foreign countries and jurisdictions based in whole or in part on any of such Invention;

including the right to claim priority to the above-identified patent application or applications in relation to subject matter based in whole or in part on the above-identified patent application or applications and any of the foregoing including the right to file foreign applications under the provisions of any convention or treaty;

and including the right to all causes of action, remedies, and other enforcement rights related to the above-identified application or applications, including without limitation the right to sue for past, present, or future infringement, misappropriation, or violation of any and all rights related to the above-identified patent application or applications and any of the foregoing, including the right to obtain and collect damages for past, present, or future infringement;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such Invention to the Assignee;

AUTHORIZE AND REQUEST that any attorney associated with U.S. Patent and Trademark Office (USPTO) Customer No. 21186 may (directly or through his/her designee) delete, insert, or alter any information related to the above-identified patent application or applications or any of the foregoing, after execution of this Assignment;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or shall be made to others by the Undersigned, and that the full right to convey the same as herein expressed is possessed by the Undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the Undersigned shall (1) execute all provisional, non-provisional, divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other patent applications for the Invention; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers for the Invention; (3) communicate to the Assignee all facts known to the Undersigned relating to the Invention and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for the Invention; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such Invention in the Assignee, or for securing, maintaining and enforcing proper patent protection for the Invention;

COVENANT, that should any provision of this agreement be held unenforceable by an authority of competent jurisdiction, such a ruling shall not affect the validity and enforceability of the remaining provisions. To the extent that any such provision is found to be unenforceable, the Undersigned, when requested and without compensation shall act in good faith to substitute for such provision a new provision with content and purpose as close as possible to the provision deemed unenforceable.

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives, and successors of the Undersigned, and is to extend to the benefit of the successors, assigns, and nominees of the Assignee.

AGREED as of the date of my signature below:

Assignment

Docket No: 3799,002US1

Assignors: Sune Alstrup Johansen et al.

Title: SYSTEMS AND METHODS OF EYE TRACKING DATA ANALYSIS

Page 3 of 7

Assignor:

(Signature): / *sune alstrup johansen* /

Name: Sune Alstrup Johansen

City/State: Copenhagen O, Denmark

Date: Oct 1, 2015

Assignment


Docket No: 3799,002US1

Assignors: Sune Alstrup Johansen et al.

Title: SYSTEMS AND METHODS OF EYE TRACKING DATA ANALYSIS

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Assignor:

(Signature): /  /

Name: Henrik Hegner Tomra Skovsgaard

City/State: Copenhagen K., Denmark

Date: Oct 2, 2015

Assignment

Docket No: 3799,002US1

Assignors: Sune Alstrup Johansen et al.

Title: SYSTEMS AND METHODS OF EYE TRACKING DATA ANALYSIS

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Assignor:

(Signature): / *Martin Tall* /

Name: Martin Henrik Tall

City/State: Frederiksberg C., Denmark

Date: Oct 1, 2015

Assignment

Docket No: 3799,002US1

Assignors: Sune Alstrup Johansen et al.

Title: SYSTEMS AND METHODS OF EYE TRACKING DATA ANALYSIS

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Assignor:

(Signature):

/ *Javier San Agustin* /

Name: Javier San Agustin Lopez

City/State: Copenhagen S, Denmark

Date:

Oct 2, 2015

Assignment

Docket No: 3799,002US1

Assignors: Sune Alstrup Johansen et al.

Title: SYSTEMS AND METHODS OF EYE TRACKING DATA ANALYSIS

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Assignor:

(Signature): /  /

Name: Sebastian Sztuk

City/State: Copenhagen N., Denmark

Date: Oct 2, 2015