

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4153993

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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>                   |
| BRICE KIRKENDALL-RODRIGUEZ  | 12/16/2009                              |
| PHILIPPE GENERALI   | 12/16/2009                              |
| <b>RECEIVING PARTY DATA</b>   |   |
| <b>Name:</b>  | CLEAR CHANNEL MANAGEMENT SERVICES, INC. |
| <b>Street Address:</b>  | 200 EAST BASSE ROAD                     |
| <b>City:</b>  | SAN ANTONIO                             |
| <b>State/Country:</b>   | TEXAS                                   |
| <b>Postal Code:</b>   | 78209                                   |
| <b>PROPERTY NUMBERS Total: 1</b>  |   |
| <b>Property Type</b>  | <b>Number</b>                           |
| <b>Application Number:</b>  | 15352157                                |
| <b>CORRESPONDENCE DATA</b>  |   |
| <b>Fax Number:</b>  | (888)711-8305                           |
| <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> |   |
| <b>Phone:</b>   | (423)871-1280                           |
| <b>Email:</b>   | ktaylor@texaspatents.com                |
| <b>Correspondent Name:</b>  | GARLICK & MARKISON                      |
| <b>Address Line 1:</b>  | P.O. BOX 160727                         |
| <b>Address Line 4:</b>  | AUSTIN, TEXAS 78716                     |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 399-RCS-03-2009                         |
| <b>NAME OF SUBMITTER:</b>   | KAREN TAYLOR                            |
| <b>SIGNATURE:</b>   | /Karen Taylor/                          |
| <b>DATE SIGNED:</b>   | 11/22/2016                              |
| <b>Total Attachments: 4</b>   |   |
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| source=399-RCS-03-2009_parent_assignment#page2.tif  |   |
| source=399-RCS-03-2009_parent_assignment#page3.tif  |   |
| source=399-RCS-03-2009_parent_assignment#page4.tif  |   |

## ASSIGNMENT

WHEREAS, I, Brice Kirkendall-Rodriguez, a citizen of the United States, residing at New York, New York, United States (hereafter referred to as the "ASSIGNOR"), have invented certain new and usefeful improvements in MEASURING AUDIENCE REACTION, for which I have executed a utility patent application for Letters Patent of the United States filed concurrently herewith; and

WHEREAS, Clear Channel Management Services, Inc., ("ASSIGNEE"), a corporation existing under the rules of the State of Texas and having its main place of business at 200 E. Basse Road, San Antonio, Texas 78209, is entitled, by virtue of a prior agreement between the parties, to a complete and absolute assignment of the entire right, title and interest in, to and under the said invention and the said utility patent application.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the said ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said improvements, and the said utility patent application, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

I HEREBY further covenant and agree that I will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths, and generally do everything possible to aid said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 16 day of December, 2009.

  
ASSIGNOR

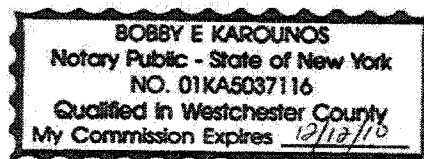
STATE OF NEW YORK §  
COUNTY OF Westchester §

On this 16<sup>th</sup> day of December, 2009, before me, a Notary Public in and for the State of New York, personally appeared Brice Kirkendall-Rodriguez, known to me to be the person of that name, who signed and sealed the foregoing instrument, and she acknowledged the same to be her free act and deed.

  
Notary Public, State of New York

Printed Name: Bobby E. Karounos

My Commission Expires: 12/12/2010



## ASSIGNMENT

WHEREAS, I, Philippe Generali, a citizen of France, residing at Scarsdale, New York, United States (hereafter referred to as the "ASSIGNOR"), have invented certain new and usefeful improvements in MEASURING AUDIENCE REACTION, for which I have executed a utility patent application for Letters Patent of the United States filed concurrently herewith; and


WHEREAS, Clear Channel Management Services, Inc., ("ASSIGNEE"), a corporation existing under the rules of the State of Texas and having its main place of business at 200 E. Basse Road, San Antonio, Texas 78209, is entitled, by virtue of a prior agreement between the parties, to a complete and absolute assignment of the entire right, title and interest in, to and under the said invention and the said utility patent application.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the said ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said improvements, and the said utility patent application, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

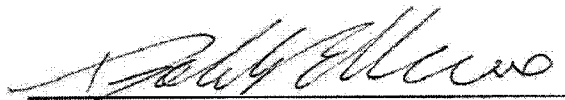
I HEREBY further covenant and agree that I will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths, and generally do everything possible to aid said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 16<sup>th</sup> day of December, 2009.

  
\_\_\_\_\_  
ASSIGNOR

STATE OF NEW YORK §  
COUNTY OF Westchester §

On this 16<sup>th</sup> day of December, 2009, before me, a Notary Public in and for the State of New York, personally appeared Philippe Generali, known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

  
\_\_\_\_\_  
Notary Public, State of New York  
Printed Name: Bobby E. KAROUNOS  
My Commission Expires: 12/12/2010

