

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CARL D. MARCI	05/05/2010
BRIAN LEVINE	05/05/2010
RAVI KANTH V KOTHURI	04/27/2010
CALEB J. SIEFERT	04/27/2010
RECEIVING PARTY DATA	
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City:	BOSTON
State/Country:	MASSACHUSETTS
Postal Code:	02115
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16264220
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NAME OF SUBMITTER:	BRANDON J. DUBE
SIGNATURE:	/Brandon J. Dube/
DATE SIGNED:	02/07/2019
Total Attachments: 3	
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source=INN008US01_InvToInnLLC_2010#page3.tif	

ASSIGNMENT OF APPLICATION FOR PATENT

WHEREAS:

Carl D. Marci, 5 Chestnut Street, Unit 6, Boston, MA 02108, USA; Brian Levine, 46 Barbara Road, Needham, MA 02492, USA; Ravi Kanth V Kothuri, 16 Sandstone Drive, Nashua, NH 03063, USA; Caleb J. Siefert, 97 Endicott Street, Apt. #3, Boston, MA 02113, USA (hereinafter referred to as ASSIGNORS), have made a discovery or invention entitled:

METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR

- for which application for Letters Patent of the United States has been executed on even date herewith,
- for which application for Letters Patent of the United States has been filed on March 29, 2010, under Application No. 12/749,376.

WHEREAS:

Innerscope Research, LLC, a Massachusetts Limited Liability Company having a business address of 427 Newbury Street, Boston, MA 02115, USA (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sells, assigns and transfers to ASSIGNEE, its successors, legal representatives and assigns, the full and exclusive right, title and interest to said discovery or invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

I, SAID ASSIGNOR(S), hereby authorize and request the Commissioner of Patents and Trademarks of the United States of America and any Official of any country or countries foreign to the United States of America whose duty it is to issue Letters Patent on applications as aforesaid, to issue all such Letters Patent for said discovery or invention to the ASSIGNEE, as assignee of the entire right, title and interest in, to and under the same, for the sole use and behoof of the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

I, SAID, ASSIGNOR(S), hereby covenant that I have full right to convey the entire right, title and interest herein sold, assigned, transferred and set over;

I, SAID ASSIGNOR(S), hereby grant the firm of Hanify & King, P.C. the power to insert into this Assignment any further identification which may be necessary or desirable to comply with the rules of the United States Patent and Trademark office for recordation of this Assignment;

AND I, SAID ASSIGNOR(S) hereby further covenant and agree that the ASSIGNEE, its successors, legal representatives, or assigns, may apply for foreign Letters Patent on said discovery or invention and claim the benefits

of the International Convention, and that I will, at any time, when called upon to do so by the ASSIGNEE, its successors, legal representatives, or assigns, communicate to the ASSIGNEE, its successors, legal representatives, or assigns, as the case may be, any facts known to me respecting said discovery or invention, and execute and deliver any and all lawful papers that may be necessary or desirable to perfect the title to the said discovery or invention, the said applications and the said Letters Patent in the ASSIGNEE, its successors, legal representatives and assigns, and that if reissues of the said Letters Patent or disclaimers relating thereto, or divisions, continuations, or refilings of the said applications, or any thereof, shall hereafter be desired by the ASSIGNEE, its successors, legal representatives, or assigns, I will, at any time, when called upon to do so by the ASSIGNEE its successors, legal representatives, or assigns, sign all lawful papers, make all rightful oaths, execute and deliver all such disclaimers and all divisional, continuation and reissue applications so desired, and do all lawful acts requisite for the application for such reissues and the procuring thereof and for the filing of such disclaimers and such applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said invention or discovery in all countries, all without further compensation but at the expense of the ASSIGNEE, its successors, legal representatives and assigns.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 5/5, 2010 _____ L.S.
Carl D. Marci

State of)
) SS.:
County of)

On _____, 2010, before me, _____, Notary Public, personally appeared Carl D. Marci personally known to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

_____ L.S.
Date May 5th, 2010 _____
Brian Levine

State of)
) SS.:
County of)

On _____, 2010, before me, _____, Notary Public, personally appeared Brian Levine, personally known to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

Date 04/27/, 2010 Ravi Kanth L.S.
Ravi Kanth V Kothuri

State of)
) SS.:
County of)

On _____, 2010, before me, _____, Notary Public,
personally appeared Ravi Kanth V Kothuri, personally known to me on the basis of satisfactory evidence to be the
person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed
the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

Date 04/27/, 2010 Caleb J. Siefert L.S.
Caleb J. Siefert

State of)
) SS.:
County of)

On _____, 2010, before me, _____, Notary Public,
personally appeared Caleb J. Siefert, personally known to me on the basis of satisfactory evidence to be the person(s)
whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the
entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal
