Comm Washi

10-16-2001

Box A Please ....

101874826

document or copy thereof.

1. Name of party or parties conveying an interest:	2. Name and address of party or parties receiving an interest:
Paul Donato 1844)	Name: NIELSEN MEDIA RESEARCH, INC., a Delaware corporation Address: 150 North Martingale Road City: Schaumburg State: Illinois Zip: 60173-2076
3. Description of the interest conveyed:	
X Assignment  Merger Change of Name Security Agreement  Execution Date: October 2, 2001	Other:
4. Application number(s) or patent number(s). Additional sheet attached?  YES NO_X_	If the document is being filed together with a new application, the execution date of the application is:
A. Patent application no.(s): 09/883,546 filed June 18, 2001	B. Patent no.(s):
5. Name and address of party to whom correspondence concerning this cover sheet should be mailed:  Name: Trevor B. Joike Reg. No.: 25,542  MARSHALL, GERSTEIN & BORUN  Address: 6300 Sears Tower, 233 South Wacker Drive  City: Chicago  State: Illinois  Zip: 60606-6402	6. Number of applications and/or patents identified on this cover sheet: 1
	7. Amount of fee enclosed or authorized to be charged: \$40.00
	8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 13-2855

is true and correct and any copy submitted is a true copy of the original

10/16/2001 GTON11

Reg. No.: 25,542

Total number of pages including cover sheet, attachments, and document: 3

**PATENT** 

**REEL: 012239 FRAME: 0698** 

Atty. Docket No: 28049/37454

ASSIGNMENT

Serial No:

09/883,546

Filed:

June 18, 2001

Title:

PROMPTING OF AUDIENCE MEMBER IDENTIFICATION

For Ten Dollars and No Cents (\$10.00), and other good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to NIELSEN MEDIA RESEARCH, INC., a Delaware corporation, 150 North Martingale Road, Schaumburg, Illinois 60173-2076 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, executed by the undersigned on the dates indicated below and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of said application when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

PATENT REEL: 012239 FRAME: 0699 Sole Inventor

Atty. Docket No: 28049/37454

Phyllis E. von Sasza Notary Public

WITNESS my hand this and day of October, 2001.

State of New Ynk

County of New Ynk

Paul Donato

On this 2 and day of October, 2001, before me, a Notary Public in and for the County and State aforesaid, appeared Paul Donato, to me personally known to be the same person whose ame is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

RECORDED: 10/09/2001

My Commission Expires: Notary Public, State of Ne

PATENT REEL: 012239 FRAME: 0700