

08-06-2002



PATENT  
03382-P0065A ELF

JC997 U.S. PTO  
10/205810  
07/26/02

IN TR. 102180571

ID TRADEMARK OFFICE

Applicants	John W. Hebler, <i>et al.</i>
Serial No. - Pending	Filing Date: July 26, 2002
Title of Application:	Media Data Usage Measurement and Reporting Systems and Methods
Examiner:	

Box Assignment  
Assistant Commissioner for Patents  
Washington, DC 20231

**Patent Assignment Recordation Form Cover Sheet**

Dear Sir:

Please record the attached original document.

1. Name of conveying parties. John W. Hebler, Prasad V. Kunchakarra, and Thomas L. Dietz III.
2. Name and Address of Receiving Party. Arbitron Inc.; 9705 Patuxent Woods Drive; Columbia, MD 21046.
3. Nature of Conveyance: Assignment. Execution Date: July 26, 2002.
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Eugene L. Flanagan III, Registration No. 27,634  
Attorney for Applicants

ST.ONGE STEWARD JOHNSTON & REENS LLC

986 Bedford Street  
Stamford, CT 06905-5619  
203 324-6155

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5. Application Number: This document is being filed together with a new application, which is also filed herewith.
6. Total Number of Applications Involved: 1.
7. Total Fee (37 CFR 3.41). \$40.00 due. This amount has been added to the Application fee which is enclosed.

Express Mail No. EL 889 835 133 US

PATENT  
REEL: 013145 FRAME: 0286

8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 5. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,

  
Eugene L. Flanagan III, Registration No. 27,634  
Attorneys for Applicants

ST. ONGE STEWARD JOHNSTON & REENS LLC  
986 Bedford Street  
Stamford, CT 06905-5619  
203 324-6155

July 26, 2002

**Assignment**

WHEREAS, We, the undersigned inventors, have made certain inventions or discoveries (or both) as set forth in an application for Letters Patent of the United States of America, entitled Media Data Usage Measurement and Reporting Systems and Methods, (attorney's reference 03382-P0065A) which application is being filed herewith;

WHEREAS, Arbitron Inc., a corporation organized and existing under the laws of the State of Delaware, and having an office and place of business at 9705 Patuxent Woods Drive; Columbia, MD 21046, and, together with its successors and assigns is hereinafter called "Assignee", and is desirous of acquiring the title, rights, benefits and privileges hereinafter recited;

NOW THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation:

1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries in our names or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;

3. Authorize and request the Commissioner of Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patents to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;

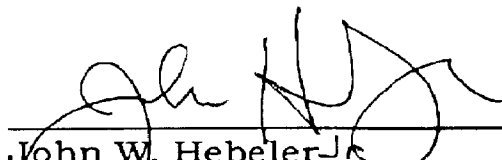
4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;

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Assignment  
John W. Hebeler, et al.

5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents, including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns, which may be useful for establishing the facts of our conceptions, disclosures, and reduction to practice of said inventions and discoveries.

IN WITNESS WHEREOF, we, John W. Hebeler, Prasad V. Kunchakarra, and Thomas L. Dietz III, have hereunto set our hands and affixed our seals.

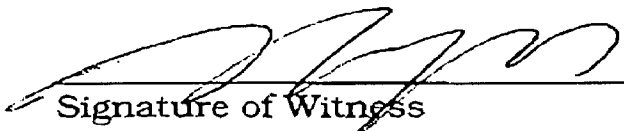
7/26/02  
Date

  
\_\_\_\_\_  
John W. Hebeler  
2943 Timber Trails Court  
Baltimore City, Maryland 21042

**Declaration of Witness**

I declare that I was personally present and did see John W. Hebeler, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Arbitron, on 7/26/02.

  
\_\_\_\_\_  
Signature of Witness  
Jack Zhang  
\_\_\_\_\_  
Name of Witness

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Assignment  
John W. Hebel, et al.

7/26/02  
Date

Prasad Kunchakarra  
Prasad V. Kunchakarra  
6416 Erin Drive  
Clarksville, Maryland 21029

**Declaration of Witness**

I declare that I was personally present and did see Prasad V. Kunchakarra, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Arbitron, on 7/26/02.

[Signature]  
Signature of Witness  
Jack Zhang  
Name of Witness

7/26/02  
Date

Thomas L. Dietz III  
Thomas L. Dietz III  
14 Benjamin Way  
Ellicott City, Maryland 21043

**Declaration of Witness**

I declare that I was personally present and did see Thomas L. Dietz III, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Arbitron, on 7/26/02.

[Signature]  
Signature of Witness  
Jack Zhang  
Name of Witness