Form PTO-1595 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)	- 2003 U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office	
Tab settings		
To the Honorable Commissioner of Pat 10236	original documents or copy thereof.	
1. Name of conveying party(ies): 1. Leslie E. ASH 2. Michael F. WIEBEL 3. Darren R. ELVEN 4. Christopher L. BURTON 5. Ryan P.B. LEE 6. Michael THOMAS	Name and address of receiving party(ies) Name: Cable & Wireless Internet Services, Inc. Internal Address:	
Additional name of conveying party(ies) attached? ☐ Yes ☑ No		
Nature of conveyance:	Street Address:	
⊠ Assignment ☐ Merger	45 Fremont Street, 12th Floor	
☐ Security Agreement ☐ Change of Name	City: San Francisco State: CA Zip: 94105	
☐ Other	Additional Name(s) & address(es) attached? ☐ Yes ☒ No	
Execution Dates: (1)1/27/03; (2) 1/29/03; (3) 1/30/03; (4) 1/26/03; (5) 1/29/03; and (6) 1/27/03		
A. Patent Application No.(s) 10/174,481 Additional numbers atta	B. Patent No.(s) ached? ☐ Yes ☑ No	
Name and address of party to whom correspondence concerning this document should be mailed:	6. Total number of applications and patents involved: 1	
Name: Brian Siritzky	7. Total fee (37 CFR 3.41) \$ 40.00	
Internal Address: Heller Ehrman White & McAuliffe, LLP	☑ Enclosed	
	☐ Authorized to be charged to deposit account	
Street Address: 1666 K Street, NW	8. Deposit account number: 08-1641	
City: Washington State: DC Zip: 20006	(Attach duplicate copy of this page if paying by deposit account)	
03 EC00PER 00000173 10174481 DO NOT USE THIS SPACE		
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. Brian Siritzky, Reg. No. 37/497 Name of Person Signing Total number of pages including cover sheet, attachments, and documents: 13		
Total number of pages including cover sheet, attachments, and documents: 13 Mail documents to be recorded with required cover sheet information to:		

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments

ASSIGNMENT AND AGREEMENT

WHEREAS, ASH, Leslie E.; WIEBEL, Michael F.; ELVEN, Darren R.; BURTON, Christopher L.; LEE, Ryan P.B.; and THOMAS, Michael, (hereinafter referred to singly and collectively as "ASSIGNOR") have invented a certain invention entitled REAL-TIME STREAMING MEDIA MEASUREMENT SYSTEM AND METHOD for which an application for United States Letters Patent was filed on June 19, 2002 as Application No. 10/174,481; and

WHEREAS, Cable & Wireless Internet Services, Inc., having its principal place of business at 45 Fremont Street, 12th Floor, San Francisco, CA 94105 (hereinafter referred to as "ASSIGNEE") is desirous of acquiring the entire interest therein;

NOW THEREFORE, in view of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto ASSIGNEE, its successors and assigns, the full and exclusive right, title, and interest in and to (a) the above-identified invention or inventions and all improvements and modifications thereof, (b) the above-identified application and all other applications for Letters Patent of the United States and countries foreign thereto for the above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from said applications in the United States and countries foreign thereto, (d) all divisions, continuations, reissues, and extensions of said applications and Letters Patent, and (e) the right to claim for any of said applications the full benefits and priority rights under the International Convention and any other international agreement to which the United States adheres; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

ASSIGNOR HEREBY AUTHORIZES AND REQUESTS the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE as assignee of the entire interest, for the sole use and benefit of ASSIGNEE, its successors and assigns.

ASSIGNOR HEREBY REPRESENTS AND WARRANTS that ASSIGNOR has the full and unencumbered right to sell, assign, and transfer the interests sold, assigned, and transferred herein, and that ASSIGNOR has not executed and will not execute any document or instrument in conflict herewith.

ASSIGNOR HEREBY GRANTS to the law firm of Heller Ehrman White & McAuliffe the power and authority to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

NAMES AND SIGNATURES OF INVENTORS		
Name: LESLIE ASH	Signature: X Lessus & X	Date: × 1/27/03
Name:	Signature:	Date:
NAMES AND SIGNATURES OF WITNESSES		
Name:	Signature:	Date:
Name:	Signature:	Date:
Name:	Signature:	Date:

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NAMES AND SIGNATURES OF INVENTORS		
Name: MICHAEL F. WIEBEL	Signature F. Wild A	Date:
Name:	Sighature:	Date:
Name:	Signature:	Date:
NAMES AND SIGNATURES OF WITNESSES		
Name:	Signature:	Date:
Name:	Signature:	Date:
Name:	Signature:	Date:

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ASSIGNOR HEREBY AGREES (a) to communicate to ASSIGNEE, its successors and assigns, or their representatives or agents, all facts and information known or available to ASSIGNOR respecting said invention or inventions, improvements, and modifications including evidence for interference, reexamination, reissue, opposition, revocation, extension, or infringement purposes or other legal, judicial, or administrative proceedings, whenever requested by ASSIGNEE; (b) to testify in person or by affidavit as required by ASSIGNEE, its successors and assigns, in any such proceeding in the United States or a country foreign thereto; (c) to execute and deliver, upon request by ASSIGNEE, all lawful papers including, but not limited to, original, divisional, continuation, and reissue applications, renewals, assignments, powers of attorney, oaths, affidavits, declarations, depositions; and (d) to provide all reasonable assistance to ASSIGNEE, its successors and assigns, in obtaining and enforcing proper title in and protection for said invention or inventions, improvements, and modifications under the intellectual property laws of the United States and countries foreign thereto.

Page 1 of 2

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NAMES AND SIGNATURES OF INVENTORS		
Name:	Signature:	Daţe: /
DARREN R. ELVEN	X	01/30/2003X
Name:	Signature:	Date:
NAMES AND SIGNATURES OF WITNESSES		
Name:	Signature:	Date:
Name:	Signature:	Date:
Name:	Signature:	Date:

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NAMES AND SIGNATURES OF INVENTORS		
Name: CHRISTOPHER L. BURTON	Signature:	Date: 1/26/03 %
Name:	Signature:	Date:
NAMES AND SIGNATURES OF WITNESSES		
Name:	Signature:	Date:
Name:	Signature:	Date:
Name:	Signature:	Date:

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NAMES AND SIGNATURES OF INVENTORS		
Name: RYAN P.B.LEE	Signature: X	Date:
Name:	Signature:	Date:
NAMES AND SIGNATURES OF WITNESSES		
Name:	Signature:	Date:
Name:	Signature:	Date:
Name:	Signature:	Date:

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ASSIGNOR UNDERSTANDS AND AGREES that the attorneys and agents of the law firm of **Heller Ehrman White & McAuliffe** do not personally represent ASSIGNOR or ASSIGNOR's legal interests, but instead represent the interests of ASSIGNEE; since said attorneys and agents cannot provide legal advice to ASSIGNOR with respect to this Assignment, ASSIGNOR acknowledges its right to seek its own independent legal counsel.

NAMES AND SIGNATURES OF INVENTORS		
Name: MICHAEL Thomas	Signature: 1 1. Thumas x	Date: //27/2003 x
Name:	Signature:	Date:
NAMES AND SIGNATURES OF WITNESSES		
Name:	Signature:	Date:
Name:	Signature:	Date:
Name:	Signature:	Date:

Page 2 of 2