

PATENTS ONLY

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Patents and Trademark  
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01-21-2004



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<p>1. Name of party or parties conveying an interest:</p> <p><b>A.C. Nielsen Company</b></p> <p>1-16-04</p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: A.C. Nielsen (US), Inc. a Delaware corporation 150 N. Martingale Road Schaumburg, Illinois 60173-2076</p>
<p>3. Description of the interest conveyed:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement</p> <p>Execution Date: June 30, 2003</p>	<p>Other:</p> <p style="text-align: right;">JUN 16 AM 7:51 OPR/FINANCE</p>
<p>4. Application numbers or patent numbers. Additional sheet attached? YES <input checked="" type="checkbox"/> NO <input type="checkbox"/></p> <p>A. Patent Application no.(s): Serial No. filed</p>	<p>If the document is being filed together with a new application, the execution date of the application is:</p> <p>B. Patent no.(s):</p>
<p>5. Name and address of party to whom correspondence concerning this cover sheet should be mailed:</p> <p>Name: James A. Flight Reg. No. 37,622 GROSSMAN &amp; FLIGHT, LLC Street Address: 20 North Wacker Drive Suite 4220 City: Chicago State: Illinois Zip: 60606</p>	<p>6. Number of applications and/or patents identified on this cover sheet: 12</p> <p>7. Amount of fee enclosed or authorized to be charged: \$480.00</p> <p>8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455</p>

9. To the best of my knowledge and belief, the information contained on this cover sheet is true and correct and any copy submitted is a true copy of the original document.

Date: January 13, 2004

*James A. Flight*  
James A. Flight  
Registration No. 37,622

Total number of pages including cover sheet, attachments, and document: 4

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Patent/Application Serial No.	Filing Date
4,972,504	March 20, 1990
D338,002	November 18, 1991
5,315,093	February 5, 1992
5,331,544	April 23, 1992
6,078,922	December 19, 1997
6,092,069	December 19, 1997
6,484,158	December 19, 1997
09/285,411	April 2, 1999
09/329,487	June 10, 1999
09/507,255	February 18, 2000
09/512,498	February 24, 2000
09/810,238	March 16, 2001

# **INTRA-COMPANY PATENT ASSIGNMENT**

WHEREAS, A. C. Nielsen Company, a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 150 North Martingale Road, Schaumburg, Illinois 60173-2076 ("Assignor"), is the 100% owner by assignment of the patents and patent applications listed in Schedule A (collectively hereinafter referred to as the "Patents") attached hereto and incorporated herein; and

WHEREAS, AC Nielsen (US), Inc., a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 150 North Martingale Road, Schaumburg, Illinois 60173-2076 ("Assignee"), as the successor to the business of Assignor in the United States is desirous of acquiring the entire right, title, and interest in and to the Patents, including the unconditional right to make, use, and sell any and all products covered by the Patents and the unconditional right to enforce the Patents against third parties, including the right to collect past damages; and

WHEREAS, the Assignor owns all of the outstanding capital stock of the Assignee;

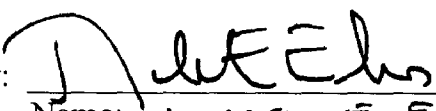
NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: That for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby does contribute, assign, and transfer to the Assignee, its successors and assigns, the full and exclusive right, title, and interest in and to the aforesaid Patents including, but not limited to, the right to apply for such letters patents in the United States, including any continuations, continuations-in-part, divisionals, reexaminations, reissues, etc. thereof, and the right to enforce said Patents and collect for any past damages for infringement of the rights embodied therein, the same to be held and enjoyed by said Assignee for its own use, and for the use of its successors, assigns, or legal representatives to the end of the term or terms for which said Patents have been granted as fully

for which said Patents have been granted as fully and entirely as the same would have been held and enjoyed by it if this Assignment had not been made.

Assignor further covenants to execute all additional instruments and to do all things necessary for carrying out the purpose of this instrument, at the expense of said Assignee, and its successors.

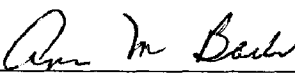
IN WITNESS WHEREOF, A. C. Nielsen Company has caused this Assignment to be signed in its corporate name by its duly authorized officer this 30th day of June, 2003.

A. C. NIELSEN COMPANY

By:   
Name: MICHAEL E. ELIAS  
Title: V.P.

STATE OF New York  
COUNTY OF New York

On the 30 day of June, 2003, Michael E. Elias personally appeared before me and stated that s/he is V.P. Deputy Gen Counsel A. C. Nielsen Company and acknowledged that s/he executed the above instrument as the act and deed of assignment for the purposes therein set forth.

  
Notary Public

My Commission Expires: May 31, 2006

ANN M. BACH  
NOTARY PUBLIC, State of New York  
No. 41-4720723  
Qualified in Queens County  
Certificate Filed in New York County  
Commission Expires May 31, 2006

## Schedule A

<b>Inventor(s)</b>	<b>Patent Title / File Name</b>	<b>Application Filing Date</b>	<b>Appl/Serial No.</b>	<b>Issue Date</b>	<b>Patent No.</b>	<b>Expiration Date</b>
Daniel, et al.	Marketing Research System and Method for Obtaining Retail Data on a Real Time Basis	3/20/1990	501,316	11/20/1990	4,972,504	11/20/2007
Dippold, James O.	Market Research Database for Category Management	3/16/2001	09/810,238			
Dolins, et al.	Data Warehouse Having Customizable Hierarchy	4/2/1999	09/285,411			
Johnson, et al.	Dynamic Rule Based Market Research Database	12/19/1997	08/994,958	11/19/2002	6,484,158 B1	12/19/2017
Johnson, et al.	Market Research Database Containing Separate Product and Naked Product Information	12/19/1997	08/994,924	7/18/2000	6,092,069	12/19/2017
Johnson, et al.	Market Research Database Having Historical Control Designator	12/19/1997	08/995,126	6/20/2000	6,078,922	12/19/2017
Kapec, et al.	Scanner	11/18/1991	07/794,169	8/3/1993	D338,002	8/3/2007
Kriss, et al. - 1	Method and System for Market Research Data Mining	6/10/1999	09/329,487			
Kriss, et al. - 1	Method and System for Market Research Data Mining	2/24/2000	09/512,498			
Lu, et al.	Market Research Method and System for Collecting Retail Store and Shopper Market Research Data	4/23/1992	07/872,881	7/19/1994	5,331,544	7/19/2011
Rolton, et al.	Audience Measurement System and Method for Digital Broadcasts	2/18/2000	09/507,255			
Stewart, Roy A.	Market Research Method and System for Collecting Retail Store Market Research Data	2/5/1992	07/831,770	5/24/1994	5,315,093	5/24/2011