



6-23-05

06-28-2005



D  
\$

Form PTO-1595 (Rev. 10/02)		RECORDATION FORM COVER SHEET <b>PATENTS ONLY</b>		U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office	
OMB No. 0651-0027 (exp. 6/30/2005)		25896.343			
Tab settings ⇌ ⇌ ⇌ ▼ ▼ ▼ ▼ ▼ ▼ ▼					
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.					
1. Name of conveying party(ies): Linda DUPREE			2. Name and address of receiving party(ies) Name: Arbitron Inc.  Internal Address: _____  Street Address: 9705 Patuxent Woods Drive  City: Columbia State: MD Zip: 21046		
Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			Additional name(s) & address(es) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____  April 18, 2005 Execution Date: _____					
4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application is: _____ A. Patent Application No.(s) 11/105,106 B. Patent No.(s) _____  Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
5. Name and address of party to whom correspondence concerning document should be mailed: Name: Eugene L. Flanagan III Internal Address: Cowan, Liebowitz & Latman, P.C.  Street Address: 1133 Avenue of Americas  City: New York State: NY Zip: 10036			6. Total number of applications and patents involved: <input type="checkbox"/> 7. Total fee (37 CFR 3.41).....\$ 40.00 <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to be charged to deposit account  8. Deposit account number: 03-3415		
<b>DO NOT USE THIS SPACE</b>					
9. Signature.  Eugene L. Flanagan Name of Person Signing  Signature: <i>Eugene L. Flanagan</i> Date: June 21, 2005  Total number of pages including cover sheet, attachments, and documents: <u>2</u>					

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

06/27/2005 ECDOPER 00000071 11105106

01 FC:8021

40.00 DP

PATENT  
REEL: 016713 FRAME: 0765

## ASSIGNMENT

FOR ONE DOLLAR (\$1.00) and other valuable and sufficient consideration, the receipt of which is hereby acknowledged, I, LINDA DUPREE, residing at 55 East 87<sup>th</sup> Street, #7E, New York, New York 10128, being the sole inventor of certain improvements in

### **GATHERING DATA CONCERNING PUBLICATION USAGE AND EXPOSURE TO PRODUCTS AND/OR PRESENCE IN COMMERCIAL ESTABLISHMENT**

for which a U.S. patent application was filed on April 13, 2005, hereby assign unto

#### **ARBITRON INC.**

a corporation organized and existing under the laws of the State of Delaware and having a principal place of business at 9705 Patuxent Woods, Drive, Columbia, MD 21046, its successors and assigns, the entire right, title and interest in and to said improvements, said application, all related U.S. applications, and the patents to be granted thereon, National Phase applications in all countries, all divisions, continuations, substitutes, renewals, reexaminations, reissues, and extensions thereof in all countries; and to any and all other applications for U.S. Letters Patent or other related property rights that may be granted thereon in any and all foreign countries; said inventions, applications and Letters Patents to be held and enjoyed by the said Assignee for its own use and behoof and for the use and behoof of its successors and assigns, to the full end of the term for which said Letters Patents or other rights of protection may be granted, as fully and as entirely as the same would have been held and enjoyed by us had this assignment and sale not been made.

**AND I COVENANT, AGREE AND WARRANT** that I am the sole inventor of the subject matters described in the application above, that I have the entire interest to the invention hereby assigned, that I have not executed and will not execute any agreements in conflict herewith and that I further covenant and agree that I will, at any time upon request, without further compensation, execute and deliver any and all papers or instruments that in the opinion of the Assignee may be necessary or desirable to secure said Assignee the full enjoyment of the rights and properties herein conveyed or intended to be conveyed.

**IN WITNESS WHEREOF**, I have each hereunto set my hand and seal:

Date: 4/18/05

  
Name: Linda Dupree