

07-30-2007

PATENTS ONLY



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<p>1. Name of party or parties conveying an interest:</p> <p>Nielsen Media Research, Inc.</p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: NetRatings, Inc. a Delaware corporation 120 West 45<sup>th</sup> Street, 35<sup>th</sup> Floor New York, New York 10036</p>
<p>3. Description of the interest conveyed:</p> <p><input checked="" type="checkbox"/> Assignment (50% Interest) <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement</p> <p>Execution Date: April 26, 2005</p>	<p>Other:</p> <p style="text-align: right;">OFFICE OF PUBLIC RECORDS 2007 JUL 27 AM 10:18 FINANCE SECTION</p>
<p>4. Application number(s) or patent number(s). Additional sheet attached? YES ___ NO <u>X</u></p> <p>A. Patent Application no.(s): 11/618,193 filed December 29, 2006</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 Registration No.: 37,622 HANLEY, FLIGHT &amp; ZIMMERMAN, LLC Street Address: 150 S. Wacker Drive Suite 2100 City: Chicago State: Illinois Zip: 60606</p>	<p>6. Number of applications and/or patents identified on this cover sheet: 1</p> <p>7. Amount of fee enclosed or authorized to be charged: \$40.00</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. I hereby certify that this paper is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:

Date:

July 25, 2007

James A. Flight  
Registration No.: 37,622

Total number of pages including cover sheet, attachments, and document: 6

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## EXHIBIT A1

### ASSIGNMENT

**WHEREAS**, Nielsen Media Research, Inc, a Delaware corporation, having a place of business at 770 Broadway New York, NY 10003, ("NMR"), is the owner and assignee of all of the patent(s) and patent application(s) listed on the attached Schedule A (the "Patents"); NMR having been assigned all rights, title, and interest in the Patents by way of assignment from other owners of the Patents;

**WHEREAS**, NetRatings, Inc., a Delaware corporation, having a place of business at 120 West 45<sup>th</sup> St. 35<sup>th</sup> Floor New York, NY 10036 ("NTRT") is desirous of obtaining an undivided joint ownership interest in and to the Patents; and

**WHEREAS**, NMR desires to transfer and convey to NTRT an undivided joint ownership interest in and to the Patents.

**NOW, THEREFORE**, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, NMR does hereby sell, transfer, convey and assign to NTRT an undivided fifty percent (50%) ownership interest in and to the Patents for all countries of the world, including any divisional, continuation, renewal or revival application, Request for Continued Examination application, or substitute U.S. or foreign patent application based on, or which claim priority from, either in whole or part, one or more of the Patents; and any patent that may emerge from a reissue, reexamination or Interference proceeding before the United States Patent and Trademark Office and any and all patents that may subsequently issue based on, or which claim priority from, one or more of the Patents with the right to claim priority under the International Convention based on the Patents and the Inventions.

NMR hereby authorizes and requests competent authorities to grant any and all additional patents that may issue from the Patents to NTRT and NMR as joint owners of an undivided interest therein.

**IN TESTIMONY WHEREOF**, NMR has caused this document to be executed by its duly authorized officers on the date indicated below.

Nielsen Media Research, Inc.

\_\_\_\_\_  
(Signature of authorized officer of Nielsen Media Research, Inc.

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

STATE OF \_\_\_\_\_ )

) ss.:

COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_\_ day of \_\_\_\_\_ 2005, the above-named appeared before me in person and acknowledged the above to be his signature and that he signed, sealed and delivered the above instrument as his voluntary act and deed, and for the uses and purposes therein set forth.

\_\_\_\_\_  
Notary Public

(Notarial seal)

My Commission expires:  
\_\_\_\_\_



**SCHEDULE A**

**Patents and Pending Applications**

<b>Status</b>	<b>Country</b>	<b>Title</b>	<b>Patent or Publication No.</b>	<b>Issue or Publication Date</b>	<b>Appl. No.</b>	<b>Filing Date</b>
Granted	US	Content Display Monitor	6,108,637	Aug. 22, 2000	08/707,279	Sept. 3, 1996
Granted	Australia	Content Display Monitor	AU 735285 B2	July 5, 2001	AU 9742437	August 29, 1997
Granted	Canada	Content Display Monitor	CA 2246746 AA	March 12, 1998	CA 2246746	August 29, 1997
Granted	China	Content Display Monitor	CN 1209891 A	March 3, 1999	CN 97191556	August 29, 1997
Granted	Germany	Content Display Monitor	DE 69720186 C0	April 30, 2003	DE 69720186	August 29, 1997
Granted	Denmark	Content Display Monitor	DK 870234 T3	April 22, 2003	DK 9797940719	August 29, 1997
Granted	Spain	Content Display Monitor	ES 2195170 T3	December 1, 2003	ES 97940719	August 29, 1997
Granted	Europe	Content Display Monitor	EP 870234 B1	March 26, 2003	EP 97940719	August 29, 1997

Status	Country	Title	Publication No.	Issue or Publication Date	Appln. No.	Filing Date
Published	Europe	Content Transferring System	EP 1130526 A2	September 5, 2001	EP 2001106943	August 29, 1997
Published	Europe	Content Transferring System	EP 1168196 A2	January 2, 2002	EP 2001123166	August 29, 1997
Published	PCT	Content Display Monitor	WO 9810349	September 17, 1998	PCT/US97/15353	August 29, 1997
Pending	US	Content Display Monitoring by a Processing System	US 20040078292	April 22, 2004	09/490,495	January 25, 2000