

PATENTS ONLY

07-31-2007



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<p>1. Name of party or parties conveying an interest:</p> <p>Pacific Web, Inc.</p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: Nielsen Media Research, Inc. a Delaware corporation 770 Broadway New York, New York 10003</p> <p>Internet Profiles Corporation a California corporation 1400 Bridge Parkway Suite 202 Redwood City, California 94065</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: November 14, 1997</p>	<p>Other:</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">FINANCIAL 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): 11/618,251 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 27, 2007*

James A. Flight

Registration No.: 37,622

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(40.00 OP)

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

PATENT

REEL: 019643 FRAME: 0272

## PATENT ASSIGNMENT

WHEREAS, Pacific Web, Inc., a California corporation, is the sole and exclusive owner, by assignment, of the following patent application and of all of the inventions disclosed and/or claimed therein:

## U.S. PATENT APPLICATION

<u>Serial No.</u>	<u>Filing Date</u>	<u>Inventor(s)</u>	<u>Title</u>
08/707,279	9/3/96	Trevor Blumenau	Content Display Monitor

AND WHEREAS, NIELSEN MEDIA RESEARCH, INC., a Delaware corporation, and INTERNET PROFILES CORPORATION, a California corporation, each is desirous of acquiring an undivided interest in the entire, worldwide, right, title and interest in and to the above U.S. patent application and in and to all foreign patent applications based, in whole or in part, thereon and in and to all resultant U.S. and foreign patents" and in and to all of the inventions disclosed and/or claimed therein (hereinafter all such inventions, applications and patents being collectively referred to as the "PATENT APPLICATION");

NOW, THEREFORE, in consideration of and in exchange for the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Pacific Web, Inc. does hereby assign, convey, sell and transfer unto NIELSEN MEDIA RESEARCH, INC. and INTERNET PROFILES CORPORATION, and each of their respective successors, assigns and other legal representatives, the entire, worldwide, right, title and interest in to the PATENT APPLICATION identified hereinabove and in and to any and all continuations, continuations-in-part, divisionals, reissues, reexaminations and extensions thereof and in and to all of the inventions disclosed and/or claimed therein, the same to be held and enjoyed by NIELSEN MEDIA RESEARCH, INC. and INTERNET PROFILES CORPORATION for their own use and enjoyment and for the use and enjoyment of each of their respective successors, assigns or other legal representatives, for the entire term or terms of any domestic and/or foreign patents based on and/or resulting from the PATENT APPLICATION referred to above, including any reissues, reexaminations or extensions thereof, together with the right to sue for and collect and retain any damages and/or injunctive or other relief awarded for infringement of the domestic and/or foreign patents referred to above or of any reissues, reexaminations or extensions thereof.

Date: November 14, 1997

By: *Charles Askanas*  
Name: CHARLES ASKANAS  
Title: PRESIDENT CEO

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

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

Before me this \_\_\_\_ day of November \_\_, 1997, appeared \_\_\_\_\_, to me personally known, and acknowledged the signing of the above instrument to be within his authority and to be of his own free will for the purposes therein expressed.

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

(SEAL)

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of San Mateo

On November 14, 1997 before me, Rita A. Mac Nutt  
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Charles Askanas  
Name(s) of Signer(s)

- personally known to me
- proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Rita A. Mac Nutt  
Signature of Notary Public

**OPTIONAL**

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

**Description of Attached Document**

Title or Type of Document: Patent Assignment

Document Date: November 14, 1997 Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: none

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: Charles Askanas

- Individual
- Corporate Officer
- Title(s): Pres. & CEO
- Partner —  Limited  General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

RIGHT THUMBPRINT OF SIGNER  
Top of thumb here

Signer Is Representing:

Pacific Web, Inc.

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer
- Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

RIGHT THUMBPRINT OF SIGNER  
Top of thumb here

Signer Is Representing: