

PATENTS ONLY

12-11-2007



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OPR/FINANCE

1. Name of party or parties conveying an interest: Robert A. Luff Weston P. Headley	2. Name and address of party or parties receiving an interest: Name: The Nielsen Company a Delaware Corporation 770 Broadway New York, NY 10003
3. Description of the interest conveyed: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement Execution Date: October 26, 2007 November 2, 2007	Other:
4. Application number(s) or patent number(s) Additional sheet attached? YES ___ NO <u>X</u> A. Patent Application no.: 11/852,049 filed September 7, 2007	If the document is being filed together with a new application, the execution date of the application is: B. Patent no.(s):
5. Name and address of party to whom correspondence concerning this cover sheet should be mailed: Name: Mark G. Hanley Reg. No. 44,736 HANLEY, FLIGHT & ZIMMERMAN, LLC 150 S. Wacker Drive, Suite 2100 Chicago, Illinois 60606	6. Number of applications and/or patents identified on this cover sheet: 1 ----- 7. Amount of fee enclosed or authorized to be charged: \$40.00 ----- 8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455

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: December 6, 2007


Mark G. Hanley
Registration No.: 44,736

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

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ASSIGNMENT

Serial No: 11/852,049

Filed: September 7, 2007

Title: VARIABLE ENCODING AND DETECTION APPARATUS AND
METHODS

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to Nielsen Media Research, Inc., a Delaware corporation, 770 Broadway, New York, New York, 10003 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States (which may be a Patent Cooperation Treaty international application designating the United States) and in said application and any and all other applications, United States, international and/or foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and/or foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of any such application(s) when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all international, divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain

said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this 26th day of October, 2007.

State of New York

County of New York


Robert A. Luff

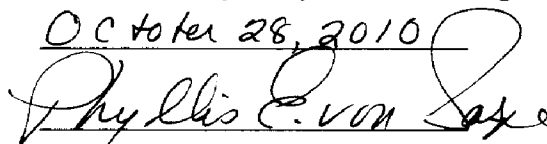
On this 26th day of October, 2007, before me, a Notary Public in and for the County and State aforesaid, appeared Robert A. Luff, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

October 28, 2010

Notary Public:



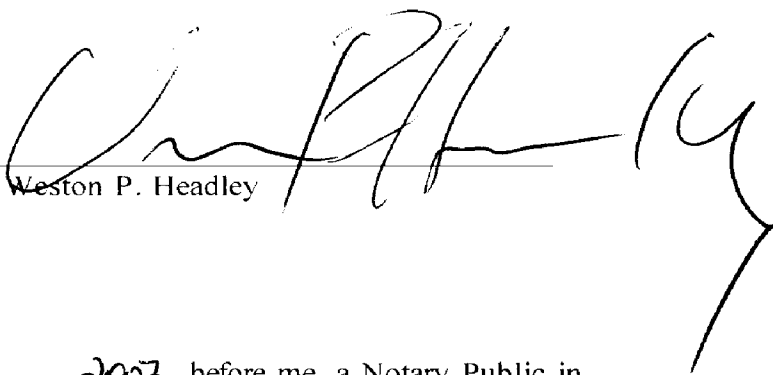
PHYLLIS E. VON SASPE
NOTARY PUBLIC - STATE OF NEW YORK
NO. 01VO5068043
QUALIFIED IN NEW YORK COUNTY
MY COMMISSION EXPIRES OCT. 28, 2010

* * * * *

WITNESS my hand this 2nd day of November, 2007

State of CA

County of San Francisco


Weston P. Headley

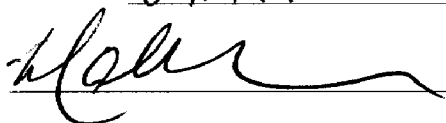
On this 2nd day of November, 2007, before me, a Notary Public in and for the County and State aforesaid, appeared Weston P. Headley, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

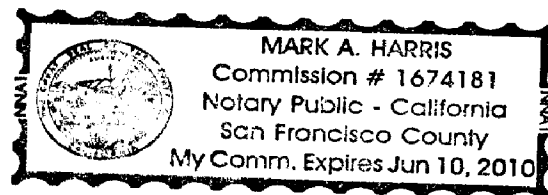
WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

06/10/2010

Notary Public:





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