

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Jay Mattlin</td><td>07/16/2008</td></tr><tr><td>Richard Fletcher</td><td>07/16/2008</td></tr></tbody></table>	Name	Execution Date	Jay Mattlin	07/16/2008	Richard Fletcher	07/16/2008	
Name	Execution Date						
Jay Mattlin	07/16/2008						
Richard Fletcher	07/16/2008						
RECEIVING PARTY DATA							
Name:	Mediamark Research, Inc.						
Street Address:	75 Ninth Ave, 5th Floor						
City:	New York						
State/Country:	NEW YORK						
Postal Code:	10011						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11419411</td></tr></tbody></table>	Property Type	Number	Application Number:	11419411			
Property Type	Number						
Application Number:	11419411						
CORRESPONDENCE DATA							
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ATTORNEY DOCKET NUMBER:	17469-010						
NAME OF SUBMITTER:	Walter G. Hanchuk						
Total Attachments: 4 source=17496010assg#page1.tif source=17496010assg#page2.tif							

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PATENT

Docket No. 17469-010

ASSIGNMENT OF APPLICATION FOR PATENT

WHEREAS:

Jay Mattlin, 207 Sagamore Road, Millburn, NJ 07041, USA

Richard Fletcher, P.O. Box 425304, Cambridge, MA 02142

(full name(s) and post office address(s) of inventor(s) (including country))

(hereinafter referred to as ASSIGNOR(S)), has made a discovery or invention entitled:

SYSTEM AND METHOD FOR RFID-BASED PRINTED MEDIA READING ACTIVITY DATA ACQUISITION

AND ANALYSIS

(title of discovery or invention)

☐ for which application for Letters Patent of the United States has been executed on even date herewith,

X for which application for Letters Patent of the United States has been filed on May 19, 2006, Serial No. 11/419,411 and

WHEREAS:

Mediamark Research, Inc., 75 Ninth Avenue, 5<sup>th</sup> Fl., New York, NY 10011

(name and address of assignee)

(hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR(S) of the sum of one Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNOR(S) hereby sells, assigns and transfers to ASSIGNEE, its successors, legal representatives and assigns, the full and exclusive right, title and interest to said discovery or invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, division, renewal, substitute or reissue thereof or any legal

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PATENT

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equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

I, SAID ASSIGNOR(S), hereby authorize and request the Commissioner of Patents and Trademarks of the United States of America and any Official of any country or countries foreign to the United States of America whose duty it is to issue Letters Patent on applications as aforesaid, to issue all such Letters Patent for said discovery or invention to the ASSIGNEE, as assignee of the entire right, title and interest in, to and under the same, for the sole use and behalf of the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

I, SAID, ASSIGNOR(S), hereby covenant that I have full right to convey the entire right, title and interest herein sold, assigned, transferred and set over;

AND I, SAID ASSIGNOR(S) hereby further covenant and agree that the ASSIGNEE, its successors, legal representatives, or assigns, may apply for foreign Letters Patent on said discovery or invention and claim the benefits of the International Convention, and that I will, at any time, when called upon to do so by the ASSIGNEE, its successors, legal representatives, or assigns, communicate to the ASSIGNEE, its successors, legal representatives, or assigns, as the case may be, any facts known to me respecting said discovery or invention, and execute and deliver any and all lawful papers that may be necessary or desirable to perfect the title to the said discovery or invention, the said applications and the said Letters Patent in the ASSIGNEE, its successors, legal representatives and assigns, and that if reissues of the said Letters Patent or disclaimers relating thereto, or divisions, continuations, or refilings of the said applications, or any thereof, shall hereafter be desired by the ASSIGNEE, its successors, legal representatives, or assigns, I will, at any time, when called up to do so by the ASSIGNEE, its successors, legal representatives, or assigns sign all lawful papers, make all rightful oaths, execute and deliver all such disclaimers and all divisional, continuation and reissue applications so desired, and do all lawful acts requisite for the application for such reissues and the procuring thereof and for the filing of such disclaimers and such applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said invention or discovery in all countries, and without further compensation but at the expense of the ASSIGNEE, its successors, legal representatives and assigns.

Assignor's Signature:

Jay A Mattlin  
Name

7/16/08  
Date

Assignor's Typed Name:

Jay  
First Name

Middle Initial

Mattlin  
Last Name

Citizenship:

USA

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal this 16<sup>th</sup> day of July, 2008.

STATE OF )

New York

ss.:

COUNTY OF )

New York

**Wilton Wiles**  
**Notary Public, State of New York**  
**Registration #01WI5049572**  
**Qualified in Queens County**  
**My Commission Expires Sept. 18, 2009**

On this 16<sup>th</sup> day of July, 2008 before me, the undersigned authority, personally appeared to me

known and known to me to be the individual who is described in and who executed the foregoing Assignment, and who duly acknowledged to me that he executed the same as his own voluntary act and deed for the uses and purposed therein specified.

Wilton Wiles  
Notary Public

Assignor's Signature: Richard Fletcher 7/16/08  
Name Date

Assignor's Typed Name: Richard Fletcher  
First Name Middle Initial Last Name

Citizenship: USA

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal this 16<sup>th</sup> day of July, 2008.

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FORM: ASSIGN. PAT  
Rev. 10/01/00