

10-07-2008

Attorney Docket No.: 20004/262US

PATENTS ONLY



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document or copy thereof.

1. Name of party or parties conveying an interest: The Nielsen Company a New York corporation 770 Broadway New York, New York, 10003	2. Name and address of party or parties receiving an interest: Name: Nielsen Media Research, Inc. a Delaware corporation 770 Broadway New York, New York, 10003
3. Description of the interest conveyed: <input checked="" type="checkbox"/> <u>X</u> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement Execution Date: September 30, 2008	Other: <div style="text-align: right; transform: rotate(90deg);">COPY/FILED</div>
4. Application number(s) or patent number(s). Additional sheet attached? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> <u>X</u> A. Patent Application no.(s): 11/916,428 filed December 3, 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: Michael W. Zimmerman Reg. No. 57,993 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: <div style="text-align: right;">\$40.00</div> 8. <i>Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455</i>

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:

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Date: 10/1/08

Michael W. Zimmerman
Registration No.: 57,993

Total number of pages including cover sheet, attachments, and document: 2

ASSIGNMENT

Serial No: 11/916,428

Filed: December 3, 2007

Title: "Methods and Apparatus to Detect a Time-Shift Event Associated with the Presentation of Media Content"

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, The Nielsen Company, a New York corporation, having a place of business at 770 Broadway, New York, New York 10003, (hereinafter "Assignor") hereby assigns to Nielsen Media Research, Inc., a Delaware Corporation having a place of business at 770 Broadway, New York, New York 10003, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements disclosed in the above-referenced patent 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.

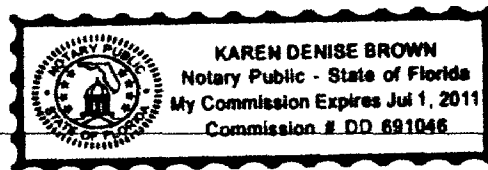
The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

WITNESS my hand this 30th day of Sept., 2008.

The Nielsen Company (US), Inc.

By: Kim A. Jacklin

Kim A. Jacklin
Vice President and Associate General
Counsel, Patents

State of FloridaCounty of Pinellas

On this 30 day of September, 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Kim A. Jacklin, 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.

Notary Public:

My Commission Expires:

Karen Denise Brown
July 1, 2011

PATENT**RECORDED: 10/06/2008****REEL: 021649 FRAME: 0646**