

PATENTS ONLY

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<p>1. Name of party or parties conveying an interest:</p> <p>The Nielsen Company (U.S.), Inc. A New York Corporation 770 Broadway New York, New York 10003</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>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 Dates: September 30, 2008</p>	<p>Other:</p> <p style="text-align: right; transform: rotate(90deg);">OPR/FINANCE 01-09-2009</p>
<p>4. Application number(s) or patent number(s). Additional sheet attached? YES ___ NO <u>X</u></p> <p>A. Patent Application no.: 11/923,141 filed October 24, 2007</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: Peter J. Cesarz Reg. No. 61,190 HANLEY, FLIGHT & ZIMMERMAN, LLC 150 S. Wacker Drive, Suite 2100 Chicago, Illinois 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: JANUARY 5, 2009

Peter J. Cesarz NJAMA1 00000045 11923141
Registration No.: 61,190
48.00 OP

Total number of pages including cover sheet, attachments, and document: 3

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, The Nielsen Company (U.S.), Inc., 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 patent applications for Letters Patent of the United States (which may be a Patent Cooperation Treaty international application designating the United States) identified in the APPENDIX A attached hereto and in said applications 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 inventions 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.

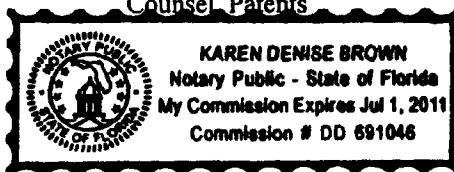
The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

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

The Nielsen Company (U.S.), Inc.

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

State of FLORIDA
County 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: Karen Denise Brown
My Commission Expires: July 1, 2011

APPENDIX A

Serial No.	Filing Date	Title	Atty. Docket No.
11/866,335	October 2, 2007	Methods and Systems to Retrieve Information From Data Sources	20070/337US
12/106,040	April 18, 2008	Methods and Apparatus for Metering Portable Media Players	20004/320US
12/164,967	June 30, 2008	Methods and Apparatus to Collect Media Exposure Information	20004/386US
60/936,390	June 20, 2007	Methods and Apparatus to Meter Video Game Play	20004/344-PROV
12/023,844	January 31, 2008	Methods and Apparatus to Meter Video Game Play	20004/344-US
60/925,233	April 18, 2007	Methods and Apparatus to Facilitate Sales Estimates	20070/352-PROV
11/923,141	October 24, 2007	Methods and Apparatus for Detecting On-Screen Media Sources	20004/325-US