

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Naveen Nalam	02/04/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Quantcast Corporation
<b>Street Address:</b>	201 Third Street, Second Floor
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94103
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	12365803
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	QUANT-P016
<b>NAME OF SUBMITTER:</b>	Renee Jacowitz
<b>Total Attachments: 2</b>	
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**OP \$40.00 12365803**

Docket Number:  
Quant-P016

Patent Assignment

For good and valuable consideration, the receipt of which is hereby acknowledged, Naveen Nalam ("ASSIGNOR") has sold, assigned, and transferred and does hereby sell, assign, and transfer to Quantcast Corporation, ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following patents and patent applications:

- (a) Patent Application No 12/365803 titled "System and Method for Client Management";
- (b) All patent applications from which patent (a) was derived.  
(the "PATENTS AND APPLICATIONS");

2. The entire worldwide right, title, and interest in and to:  
(a) the PATENTS AND APPLICATIONS; (b) all PATENTS AND APPLICATIONS claiming priority from the PATENTS AND APPLICATIONS; (c) all divisional, continuation, continuation-in-part, substitute, request for continued examination, renewal, reexamination, reissue, and other related extensions and applications thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the PATENTS AND APPLICATIONS; and

3. All rights to recover damages for past, present, and future infringement of the PATENTS AND APPLICATIONS and for infringement of provisional rights therein.

ASSIGNOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

ASSIGNOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE will consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. ASSIGNOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

ASSIGNOR represents that ASSIGNOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the ASSIGNOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

ASSIGNOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Docket Number:  
Quant-P016

This Assignment between Naveen Nalam and Quantcast Corporation may be executed in one or more counterparts, each of which will be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature NAVEEN NALAM  
[Signature]  
State of California  
County of San Francisco

Date of  
Signature  
Feb 4th, 2009

On 4 FEBRUARY 2009 before me, MICHAEL SAMSON RIPPER  
personally appeared NAVEEN NALAM [DATE] [NOTARY PUBLIC]  
personally known to me or proved to me on the basis of satisfactory evidence to  
be the person whose name is subscribed to the within instrument and acknowledged to me that he  
executed the same in his authorized capacity, and that by his signature on the instrument the person, or  
the entity upon behalf of which the person acted, executed the instrument

[Signature]  
Notary

