

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Joan G. FitzGerald | 06/13/2008 |
| Carol J. Frost | 06/16/2008 |
| Eugene L. Flanagan III | 12/27/2008 |
| RECEIVING PARTY DATA | |
| Name: | Arbitron, Inc. |
| Street Address: | 9705 Patuxent Woods Drive |
| City: | Columbia |
| State/Country: | MARYLAND |
| Postal Code: | 21046-1572 |
| PROPERTY NUMBERS Total: 2 | |
| Property Type | Number |
| Application Number: | 60978117 |
| Application Number: | 12246225 |
| CORRESPONDENCE DATA | |
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| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
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| Correspondent Name: | Allen Rose / Katten Muchin Rosenman LLP |
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| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20007-5118 |
| ATTORNEY DOCKET NUMBER: | 339198-00520 |
| NAME OF SUBMITTER: | Allen Rose |

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Total Attachments: 4

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ASSIGNMENT

THIS ASSIGNMENT, by **Joan G. FitzGerald, Carol J. Frost, and Eugene L. Flanagan III** residing at **802 N. IRVING STREET, ARLINGTON, VIRGINIA 22201; 10529 DORCHESTER WAY, WOODSTOCK, MARYLAND 21163; AND 19 JUNIPER PLACE, WILTON CONNECTICUT 06897**, respectively (hereinafter referred to as "the Assignors"), witnesseth:

WHEREAS, the Assignors have invented certain new and useful improvements in **GATHERING RESEARCH DATA** as set forth in an application for Letters Patent of the United States,

- (1) which is a provisional application
 - (a) bearing Application No. 60/978,117, and filed on October 6, 2007;
 - (b) to be filed herewith; or

- (2) which is a non-provisional application
 - (a) bearing Application No. _____, and filed on _____;
 - (b) having an oath or declaration executed on even date herewith prior to filing of application;
 - (c) having an oath or declaration executed on a different date than this Assignment; and

WHEREAS, **Arbitron, Inc.**, a corporation duly organized under and pursuant to the laws of **CANADA** and having its principal place of business at **9705 Patuxent Woods Drive, Columbia, Maryland 21046-1572** (hereinafter referred to as "the Assignee"), is desirous of acquiring the entire right, title, and interest in and to said inventions, the right to file applications on said inventions and the entire right, title and interest in and to any applications, including provisional applications for Letters Patent of the United States or other countries claiming priority to said application, and in and to any Letters Patent or Patents, United States or foreign, to be obtained therefor and thereon.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, the Assignors have sold, assigned, transferred, and set over, and by these presents do sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assign the entire right, title, and interest in and to the above-mentioned inventions, the right to file applications on said inventions and the entire right, title and interest in and to any applications for Letters Patent of the United States or other countries claiming priority to said applications, and any and all Letters Patent or Patents of the United States of America and all foreign countries that may be granted therefor and thereon, and in and to any and all applications claiming priority to said applications, divisions, continuations, and continuations-in-part of said applications, and reissues and extensions of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by the Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made;

AND for the same consideration, the Assignors hereby covenant and agree to and with the Assignee, its successors, legal representatives, and assign, that, at the time of execution and delivery of these presents, the Assignors are the sole and lawful owners of the entire right, title, and interest in and to the inventions set forth in said applications and said applications, including provisional applications, above-mentioned, and that the same are unencumbered, and that the Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth;

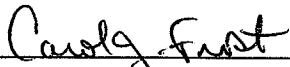
AND for the same consideration, the Assignors hereby covenant and agree to and with the Assignee, its successors, legal representatives, and assign that the Assignors will, whenever counsel of the Assignee, or the counsel of its successors, legal representatives, and assigns, shall advise that any proceeding in connection with said inventions or said applications for Letters Patent or Patents, or any proceeding in connection with Letters Patent or Patents for said inventions in any country, including interference proceedings, is lawful and desirable, or that any application claiming priority to said application, division, continuation, or continuation-in-part of any applications for Letters Patent or Patents, or any reissue or extension of any Letters Patent or Patents to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement, and defense of Letters Patent or Patents for said inventions, without charge to the Assignee, its successors, legal representatives, and assign, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns;

AND the Assignors hereby request the Commissioner of Patents to issue any and all said Letters Patent of the United States to the Assignee as the Assignee of said inventions, the Letters Patent to be issued for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

Date 6-13-08

Signature of Assignor 
Joan G. Fitzgerald

Date 6/16/08

Signature of Assignor 
Carol J. Frost

Date _____

Signature of Assignor _____
Eugene L. Flanagan III

Assignment

WHEREAS, We, the undersigned inventors, have made certain inventions or discoveries (or both) as set forth in a provisional application for Letters Patent of the United States of America, entitled **GATHERING RESEARCH DATA** (File no. 25896.589/T0166A), US Serial No. 60/978,117, filed October 6, 2007;

WHEREAS, Arbitron Inc., a corporation organized and existing under the laws of the State of Delaware, and having an office and place of business at 9705 Patuxent Woods Drive; Columbia, MD 21046, and, together with its successors and assigns is hereinafter called "Assignee", and is desirous of acquiring the title, rights, benefits and privileges hereinafter recited;

NOW THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation:

1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries in our names or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;

3. Authorize and request the Commissioner for Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patents to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;

4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;

5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents, including petitions, specifications, and oaths, and all assignments,

Express Mail No. EL _____ US
25896589/806615.2

Date

Carol J. Frost
10529 Dorchester Way
Woodstock, MD 21163

Declaration of Witness

I declare that I was personally present and did see Carol J. Frost, who is personally known to me to be the person named in this assignment, duly sign and execute the same.


Declared at _____, on _____.
City/State of Execution Date

Signature of Witness

Name of Witness

Date

12/27/2008


Eugene L. Flanagan III
19 Juniper Place
Wilton, CT 06897

Declaration of Witness

I declare that I was personally present and did see Eugene L. Flanagan III, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at _____, on _____.
City/State of Execution Date

Signature of Witness

Name of Witness