

PATENTS ONLY

10-27-2009



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<p>1. Name of party or parties conveying an interest:</p> <p>VNU Marketing Information, Inc. A Delaware Corporation 770 Broadway New York, New York, 10003</p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: The Nielsen Company (US), LLC A Delaware Limited Liability Company 150 North Martingale Road Schaumburg, IL 60173</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 Date: September 30, 2009</p>	<p>Other:</p> <p>OCT 26 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.(s):</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): 5,842,218 issued on November 24, 1998</p>
<p>5. Name and address of party to whom correspondence concerning this cover sheet should be mailed:</p> <p>Name: Sergio Filice Registration No.: 59,727 HANLEY, FLIGHT & ZIMMERMAN, LLC Street Address: 150 S. Wacker Drive Suite 2100 City: Chicago State: Illinois Zip: 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: 10/22/2009

Sergio D. Filice
Registration No.: 59,727

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

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ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, VNU Marketing Information, Inc., a Delaware Corporation, having a place of business at 770 Broadway, New York, New York, 10003 (hereinafter "Assignor") hereby assigns to The Nielsen Company (US), LLC, a Delaware Limited Liability Company, having a place of business at 150 North Martingale Road, Schaumburg, Illinois 60173, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in the patents and applications for Letters Patent of the United States identified in the attached Exhibit A, and in said patents, patent applications and any and all other patent applications, both United States and 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 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 September, 2009.

VNU Marketing Information, Inc.

By:

Gene Potkay
Gene Potkay
Senior Vice President, Intellectual Property

State of New Jersey

County of Morris

On this 30th day of September, 2009, before me, a Notary Public in and for the County and State aforesaid, appeared Gene Potkay, 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:

RDC

My Commission Expires:

October 28, 2013

RUBEN D. CAMACHO, JR.
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES OCTOBER 28, 2013

PATENT
REEL: 023427 FRAME: 0036

Exhibit A

Patent/Application Serial Number	Issue/Filing Date	Title	Attorney Docket Number
10/211,997	08/1/2000	AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING-ACTIVITY SURVEY	20004/84
6,098,048	08/1/2000	AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING-ACTIVITY SURVEY	20004/87
5,845,284	12/1/1998	METHOD AND COMPUTER PROGRAM PRODUCT FOR CREATING A PLURALITY OF MIXED PSEUDO-RECORDS OF WEIGHTED MIXTURES OF EXISTING RECORDS IN A DATABASE	20117/214
5,842,218	11/24/1998	METHOD, COMPUTER PROGRAM PRODUCT, AND SYSTEM FOR A REORIENTING CATEGORIZATION TABLE	20117/215