

PATENTS ONLY

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<p>1. Name of party or parties conveying an interest:</p> <p>Nielsen Mobile, LLC A Delaware Limited Liability Company 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> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>RECEIVED</p> <p>NOV 25 2009</p> </div>
<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): 7,359,835 issued on April 15, 2008</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: 11/23/2009

Sergio D. Filice
Registration No.: 59,727

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

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ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, Nielsen Mobile, LLC, a Delaware Limited Liability Company, 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.

Nielsen Mobile, LLC

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:

Rubén D. Camacho, Jr.

My Commission Expires:

October 28, 2013

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

Exhibit A

Patent/Application Serial Number	Issue/Filing Date	Title	Attorney Docket Number
11/527,219	09/25/2006	METHOD AND SYSTEM FOR ANALYZING WIRELESS MARKETS	20185/TELEP003
11/732,758	04/03/2007	METRICS FOR MOBILE DEVICE MARKET	20185/TELEP012
11/732,613	04/03/2007	METHOD AND SYSTEM FOR PROVIDING MARKET ANALYSIS FOR WIRELESS DATA MARKETS	20185/TELEP015
11/809,464	05/31/2007	A METHOD AND SYSTEM FOR COLLECTING WIRELESS INFORMATION TRANSPARENTLY AND NON-INTRUSIVELY	20185/TELEP018
11/824,276	06/28/2007	METHOD AND SYSTEM FOR COLLECTING INFORMATION ABOUT PORTABLE DEVICE USAGE	20185/TELE-P022
11/805,497	05/22/2007	METHOD AND SYSTEM FOR GENERATING INFORMATION ABOUT PORTABLE DEVICE ADVERTISING	20185/TELEP023
11/784,883	04/09/2007	CALL RESULTS FAILURE CLASSIFICATIONS	20185/TELE-P025
11/809,318	05/30/2007	METHOD AND SYSTEM FOR MEASURING CROSS TECHNOLOGY WIRELESS COVERAGE	20185/TELE-P026
11/655,554	01/19/2007	METHOD AND SYSTEM FOR COLLECTING AND PRESENTING MARKET DATA	20185/TELEP027
11/805,505	05/22/2007	METHOD AND SYSTEM FOR INTERACTING WITH USERS OF PORTABLE DEVICES	20185/TELE-P029
6,516,189	02/04/2003	SYSTEM AND METHOD FOR GATHERING DATA FROM WIRELESS COMMUNICATIONS NETWORKS	20185/TELE-P037
6,788,926	09/07/2004	SYSTEM AND METHOD FOR GATHERING DATA FROM WIRELESS COMMUNICATIONS NETWORKS	20185/TELE-P037-CIP
7,013,136	03/14/2006	SYSTEM AND METHOD FOR GATHERING DATA FROM WIRELESS COMMUNICATIONS NETWORKS	20185/TELE-P037-US-CON
11/362,378	03/17/2009	SYSTEM AND METHOD FOR GATHERING DATA FROM WIRELESS COMMUNICATIONS NETWORKS	20185/TELE-P037-US-2
6,928,280	08/09/2005	METHOD AND SYSTEM FOR MEASURING DATA QUALITY OF SERVICE IN A WIRELESS NETWORK USING MULTIPLE REMOTE UNITS AND A BACK END PROCESSOR	20185/TELEP-038
7,319,847	01/15/2008	BITWISE MONITORING OF NETWORK PERFORMANCE	20185/TELEP-038C
6,745,011	06/01/2004	SYSTEM AND METHOD FOR MEASURING WIRELESS DEVICE AND NETWORK USAGE AND PERFORMANCE METRICS	20185/TELE-P039
6,754,470	06/22/2004	SYSTEM AND METHOD FOR MEASURING WIRELESS DEVICE AND NETWORK USAGE AND PERFORMANCE METRICS	20185/TELE-P039-CIP-US
10/237,478	09/06/2002	METHOD AND SYSTEM FOR COLLECTING AND ANALYZING MARKET DATA IN A MOBILE COMMUNICATIONS SYSTEM	20185/TELE-P046
6,807,515	10/19/2004	WIRELESS NETWORK MONITORING	20185/TELE-P201

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