

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Morris Lee</td> <td>03/09/2009</td> </tr> <tr> <td>Rafael Alonso</td> <td>03/09/2009</td> </tr> <tr> <td>John Peiffer</td> <td>03/10/2009</td> </tr> <tr> <td>Ken Shirilla</td> <td>03/10/2009</td> </tr> </tbody> </table>		Name	Execution Date	Morris Lee	03/09/2009	Rafael Alonso	03/09/2009	John Peiffer	03/10/2009	Ken Shirilla	03/10/2009
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Ken Shirilla	03/10/2009										
RECEIVING PARTY DATA											
Name:	The Nielsen Company (US), LLC, a Delaware Limited Liability Company										
Street Address:	150 North Martingale Road										
City:	Schaumburg										
State/Country:	ILLINOIS										
Postal Code:	60173										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12239245</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12239245						
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Application Number:	12239245										
CORRESPONDENCE DATA											
Fax Number:	(312)580-9696										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	3125801020										
Email:	jjasper@hfzlaw.com										
Correspondent Name:	Hanley, Flight & Zimmerman, LLC										
Address Line 1:	150 S. Wacker Drive										
Address Line 2:	Ste. 2100										
Address Line 4:	Chicago, ILLINOIS 60606										
ATTORNEY DOCKET NUMBER:	20187/INSTORE-F										
NAME OF SUBMITTER:	Joseph T. Jasper										
Total Attachments: 5											

OP \$40.00 12239245

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**PATENT
 REEL: 023655 FRAME: 0197**

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ASSIGNMENT

Serial No: 12/239,245
Filed: September 26, 2008
Title: PROTECTIVE GUARDS FOR MOUNTING AN IDENTIFICATION TAG
ON A SHOPPING CARRIER

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to The Nielsen Company (US), LLC, a Delaware Limited Liability Company, 150 North Martingale Road, Schaumburg, Illinois, 60176, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, and in said application and any and all other 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.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of said application when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said

Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this 9 day of March, 2009.

State of Florida

County of Pinellas

Morris Lee
Morris Lee

On this 9 day of March, 2009, before me, a Notary Public in and for the County and State aforesaid, appeared Morris Lee, 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.

Notary Public: Linda J Hayes

WITNESS my hand and seal the same day and year last above given



My Commission Expires: 8/3/11

WITNESS my hand this 9 day of March, 2009

State of Florida

County of Pinellas

Rafael Alonso
Rafael Alonso

On this 9 day of March, 2009, before me, a Notary Public in and for the County and State aforesaid, appeared Rafael Alonso, 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.

Notary Public: Linda J Hayes

WITNESS my hand and seal the same day and year last above given.



My Commission Expires: 8/3/11

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

John G. McGill

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared John G. McGill, 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.

Notary Public: _____

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

WITNESS my hand this 10 day of March, 2009

State of Florida

County of Pinellas

John Peiffer
John Peiffer

On this 10 day of March, 2009, before me, a Notary Public in and for the County and State aforesaid, appeared John Peiffer, 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.

Notary Public: Linda J Hayes

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: 8/3/11



WITNESS my hand this 10 day of March, 2009

State of Florida

County of Pinellas

Ken Shirilla
Ken Shirilla

On this 10 day of March, 2009, before me, a Notary Public in and for the County and State aforesaid, appeared Ken Shirilla, 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.

Notary Public: Linda J Hayes

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: 8/3/11



PATENTS ONLY

To the Honorable Commissioner of
 Patents and Trademarks:
 Please record the attached original
 document or copy thereof.

<p>1. Name of party or parties conveying an interest:</p> <p>Morris Lee (March 9, 2009) Rafael Alonso (March 9, 2009) John Peiffer (March 10, 2009) Ken Shirilla (March 10, 2009)</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: March 9, 2009 and March 10, 2009</p>	<p>Other:</p>
<p>4. Application number(s) or patent number(s). Additional sheet attached? YES ___ NO <input checked="" type="checkbox"/></p> <p>A. Patent Application no.(s): 12/239,245 filed on September 26, 2008</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: Joseph T. Jasper Registration No.: 50,833 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. <i>Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455</i></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: December 15, 2009

/Joseph T. Jasper/
 Joseph T. Jasper
 Registration No.: 50,833