

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
A.C. Nielsen Company	06/30/2003
RECEIVING PARTY DATA	
Name:	AC Nielsen (US), Inc. a Delaware Corporation
Street Address:	150 North Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60173
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12371723
CORRESPONDENCE DATA	
Fax Number:	(312)580-9696
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-580-1020
Email:	sfilice@hfzlaw.com
Correspondent Name:	Sergio D. Filice
Address Line 1:	150 S. Wacker Drive
Address Line 2:	Suite 2100
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	20070/249US-CON
NAME OF SUBMITTER:	Sergio D. Filice
Total Attachments: 3	
source=Intra-Company_Patent_Assignment#page1.tif	
source=Intra-Company_Patent_Assignment#page2.tif	
source=Intra-Company_Patent_Assignment#page3.tif	

OP \$40.00 12371723

INTRA-COMPANY PATENT ASSIGNMENT

WHEREAS, A. C. Nielsen Company, a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 150 North Martingale Road, Schaumburg, Illinois 60173-2076 ("Assignor"), is the 100% owner by assignment of the patents and patent applications listed in Schedule A (collectively hereinafter referred to as the "Patents") attached hereto and incorporated herein; and

WHEREAS, AC Nielsen (US), Inc., a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 150 North Martingale Road, Schaumburg, Illinois 60173-2076 ("Assignee"), as the successor to the business of Assignor in the United States is desirous of acquiring the entire right, title, and interest in and to the Patents, including the unconditional right to make, use, and sell any and all products covered by the Patents and the unconditional right to enforce the Patents against third parties, including the right to collect past damages; and

WHEREAS, the Assignor owns all of the outstanding capital stock of the Assignee;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: That for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby does contribute, assign, and transfer to the Assignee, its successors and assigns, the full and exclusive right, title, and interest in and to the aforesaid Patents including, but not limited to, the right to apply for such letters patents in the United States, including any continuations, continuations-in-part, divisionals, reexaminations, reissues, etc. thereof, and the right to enforce said Patents and collect for any past damages for infringement of the rights embodied therein, the same to be held and enjoyed by said Assignee for its own use, and for the use of its successors, assigns, or legal representatives to the end of the term or terms for which said Patents have been granted as fully

for which said Patents have been granted as fully and entirely as the same would have been held and enjoyed by it if this Assignment had not been made.

Assignor further covenants to execute all additional instruments and to do all things necessary for carrying out the purpose of this instrument, at the expense of said Assignee, and its successors.

IN WITNESS WHEREOF, A. C. Nielsen Company has caused this Assignment to be signed in its corporate name by its duly authorized officer this 30th day of June, 2003.

A. C. NIELSEN COMPANY

By: *[Signature]*
Name: MICHAEL E. ELIAS
Title: V.P.

STATE OF *New York*
COUNTY OF *New York*

On the 30 day of June, 2003, *Michael E. Elias* personally appeared before me and stated that s/he is *V.P. Deputy Gen Counsel* A. C. Nielsen Company and acknowledged that s/he executed the above instrument as the act and deed of assignment for the purposes therein set forth.

Ann M. Bach
Notary Public

My Commission Expires:

May 31, 2006

ANN M. BACH
NOTARY PUBLIC, State of New York
No. 41-4720723
Qualified in Queens County
Certificate Filed in New York County
Commission Expires May 31, ~~1994~~ 2006

Schedule A

Inventor(s)	Patent Title / File Name	Application Filing Date	Appl/Serial No.	Issue Date	Patent No.	Expiration Date
Daniel, et al.	Marketing Research System and Method for Obtaining Retail Data on a Real Time Basis	3/20/1990	501,316	11/20/1990	4,972,504	11/20/2007
Dippold, James O.	Market Research Database for Category Management	3/16/2001	09/810,238			
Dolins, et al.	Data Warehouse Having Customizable Hierarchy	4/2/1999	09/285,411			
Johnson, et al.	Dynamic Rule Based Market Research Database	12/19/1997	08/994,958	11/19/2002	6,484,158 B1	12/19/2017
Johnson, et al.	Market Research Database Containing Separate Product and Naked Product Information	12/19/1997	08/994,924	7/18/2000	6,092,069	12/19/2017
Johnson, et al.	Market Research Database Having Historical Control Designator	12/19/1997	08/995,126	6/20/2000	6,078,922	12/19/2017
Kapec, et al.	Scanner	11/18/1991	07/794,169	8/3/1993	D338,002	8/3/2007
Kriss, et al. - I	Method and System for Market Research Data Mining	6/10/1999	09/329,487			
Kriss, et al. - I	Method and System for Market Research Data Mining	2/24/2000	09/512,498			
Lu, et al.	Market Research Method and System for Collecting Retail Store and Shopper Market Research Data	4/23/1992	07/872,881	7/19/1994	5,331,544	7/19/2011
Rolton, et al.	Audience Measurement System and Method for Digital Broadcasts	2/18/2000	09/507,255			
Stewart, Roy A.	Market Research Method and System for Collecting Retail Store Market Research Data	2/5/1992	07/831,770	5/24/1994	5,315,093	5/24/2011