

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
NetRatings, LLC, a Delaware Limited Liability Company	12/21/2009
<b>RECEIVING PARTY DATA</b>	
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
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	09210235
<b>CORRESPONDENCE DATA</b>	
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ATTORNEY DOCKET NUMBER:	20184/NNR2CIP-US
NAME OF SUBMITTER:	Sergio D. Filice
Total Attachments: 2 source=Assignment_Netratings_to_TNC#page1.tif source=Assignment_Netratings_to_TNC#page2.tif	

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# ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, NetRatings, 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 21<sup>st</sup> day of December, 2009.

By: *Ian Bashaw*  
 NetRatings, LLC  
 Ian Bashaw  
 Vice President, Intellectual Property

State of N.J.  
 County of Morris

On this 21 day of December, 2009, before me, a Notary Public in and for the County and State aforesaid, appeared Ian Bashaw, 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: *Jill Baker*

My Commission Expires: Jill Baker  
 I.D. No.: 2343830  
 My Commission Expires  
 April 25, 2011

## Exhibit A

Patent/Application Serial Number	Issue/Filing Date	Title	Attorney Docket Number
6,138,155	10/24/2000	METHOD AND APPARATUS FOR TRACKING CLIENT INTERACTION WITH A NETWORK RESOURCE AND CREATING CLIENT PROFILES AND RESOURCE DATABASE	20184/NNR2USCON
6,763,386	7/13/2004	METHOD AND APPARATUS FOR TRACKING CLIENT INTERACTION WITH A NETWORK RESOURCE DOWNLOADED FROM A SERVER	20184/NNR2-D
5,796,952	8/18/1998	METHOD AND APPARATUS FOR TRACKING CLIENT INTERACTION WITH A NETWORK RESOURCE AND CREATING CLIENT PROFILES AND RESOURCE DATABASE	20184/NNR2
6,643,696	11/4/2003	METHOD AND APPARATUS FOR TRACKING CLIENT INTERACTION WITH A NETWORK RESOURCE AND CREATING CLIENT PROFILES AND RESOURCE DATABASE	20184/NNR2CIPUS
7,406,516	7/29/2008	SYSTEM AND METHOD FOR MONITORING THE USE OF A RESOURCE BY A CLIENT CONNECTED TO A COMPUTER NETWORK HAVING ONE OR MORE SERVERS IN COMMUNICATION WITH ONE OR MORE CLIENTS	20184/NNR2-US-A

PATENT

RECORDED: 12/23/2009

REEL: 023693 FRAME: 0995