

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Robert A. Luff	03/21/2002
RECEIVING PARTY DATA	
Name:	Nielsen Media Research, Inc., a Delaware Corporation
Street Address:	770 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12611757
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:	20004/445
NAME OF SUBMITTER:	Sergio D. Filice
Total Attachments: 4 source=445_ Luff_Employee_Confidentiality_Agreement#page1.tif source=445_ Luff_Employee_Confidentiality_Agreement#page2.tif source=445_ Luff_Employee_Confidentiality_Agreement#page3.tif source=445_ Luff_Employee_Confidentiality_Agreement#page4.tif	

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PATENT

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REEL: 023924 FRAME: 0363

REDACTED

NIELSEN MEDIA RESEARCH, INC. EMPLOYEE CONFIDENTIALITY AGREEMENT

In consideration of my continuing employment and the compensation paid to me by Nielsen Media Research, Inc. (hereinafter "Company"), I agree as follows:

1. [REDACTED]

REDACTED

2. [REDACTED]

REDACTED

3. [REDACTED]

REDACTED

REDACTED

5. I understand that, among other things, I have been hired to use my skills and abilities to develop new processes or to make new and useful discoveries, and to make, invent and devise new things, improvements and inventions relating to any current, planned or future Company products, services, methods or the like, including, without limitation, processes, methods of manufacture, distribution or management and products. I understand that I may also develop inventions on Company time or with Company resources. I will promptly and fully disclose to the President or Vice President of the Company or an official designated by either, any and all inventions or discoveries, conceived, discovered or made by me, either alone or jointly with others, whether patentable or unpatentable, during my employment or within six months thereafter, if such inventions were made with Company equipment, supplies, facilities, or Company trade secret or proprietary information, or if the invention relates directly to the business or demonstrably anticipated research or development of the Company or results from work performed by me for the Company. I agree to assign, and by these presents do thereby assign and transfer, all of my entire right, title and interest in and to all such inventions to Company, its successors, assigns or nominees. I will fully cooperate with the Company and its nominees securing letters patent for any such inventions in any location upon the Company's request to do so, and at the Company's expense. Any inventions not created on Company time or with Company resources and not pertaining to Company business shall be my sole property. As a matter of record, the attached Exhibit A constitutes a complete list of all inventions which I have made heretofore and which I desire shall be excluded from the provisions of this Agreement.

[REDACTED]

REDACTED

[REDACTED]

REDACTED

[REDACTED]

REDACTED

[REDACTED]

REDACTED

[REDACTED]

REDACTED

Robert A. Luff
EMPLOYEE SIGNATURE

3-21-02
DATE

Robert A. Luff
TYPED NAME

Rev. 7/97

EXHIBIT A

LIST INVENTIONS:

[illegible]

EXHIBIT B

LIST RELATIVES OR FRIENDS EMPLOYED IN THE MEDIA FIELD:
