

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT						
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Conveying Party Data to be listed as: BRIAN FUHRER and ALEXANDER TOPCHY previously recorded on Reel 023924 Frame 0331. Assignor(s) hereby confirms the Assignment.						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Brian Fuhrer</td><td>12/18/2009</td></tr><tr><td>Alexander Topchy</td><td>12/18/2009</td></tr></tbody></table>	Name	Execution Date	Brian Fuhrer	12/18/2009	Alexander Topchy	12/18/2009	
Name	Execution Date						
Brian Fuhrer	12/18/2009						
Alexander Topchy	12/18/2009						
RECEIVING PARTY DATA							
Name:	THE NIELSEN COMPANY (US), INC., a Delaware Corporation						
Street Address:	770 Broadway						
City:	New York						
State/Country:	NEW YORK						
Postal Code:	10003						
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>11966414</td></tr></tbody></table>	Property Type	Number	Application Number:	11966414			
Property Type	Number						
Application Number:	11966414						
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:	pcesarz@hfzlaw.com						
Correspondent Name:	Hanley, Flight & Zimmerman, LLC						
Address Line 1:	150 S. Wacker Drive, Suite 2100						
Address Line 4:	Chicago, ILLINOIS 60606						
ATTORNEY DOCKET NUMBER:	20004/342-US						
NAME OF SUBMITTER:	Peter J. Cesarz						
Total Attachments: 7 source=Marked Up Notice of Recordation 342US#page1.tif							

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PATENT
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PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

02/11/2010
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT										
EFFECTIVE DATE:	12/18/2009										
CONVEYING PARTY DATA											
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CORRESPONDENCE DATA											
<p>Fax Number: (312)580-9898 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 312-580-1020 Email: pcesarz@hfzlaw.com Correspondent Name: Hanley, Flight & Zimmerman, LLC Address Line 1: 150 S. Wacker Drive, Suite 2100 Address Line 4: Chicago, ILLINOIS 60608</p>											
ATTORNEY DOCKET NUMBER:	20004/342-US										
NAME OF SUBMITTER:	Peter J. Cesarz										
Total Attachments: 3											

02/11/2010 11:56:41

TO: HANLEY, FLIGHT & ZIMMERMAN, LLC COMPANY; 150 S. WACKER DRIVE, SUITE 2100

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NUNC PRO TUNC ASSIGNMENT

Serial No: 11/966,414
Filed: December 28, 2007
Title: SYSTEMS AND METHODS TO PRE-SCALE MEDIA CONTENT TO FACILITATE AUDIENCE MEASUREMENT

On January 8, 2008 and January 14, 1008, the undersigned erroneously and unintentionally signed an assignment of rights in and to the present invention that listed THE NIELSEN COMPANY, a Delaware Corporation, having a place of business at 770 Broadway, New York, New York, 10003. After this assignment was submitted to the United States Patent and Trademark Office for recording, it was realized that the assignment of rights was executed in error as to the proper assignee. We, the undersigned inventors, intended to assign the rights in and to the present invention to The Nielsen Company (U.S., Inc.), a Delaware Corporation, having a place of business at 770 Broadway, New York, New York, 10003. The Nielsen Company (U.S.), Inc. is now known as TNC (US) Holdings, Inc., a Delaware Corporation, having a place of business at 770 Broadway, New York, New York, 10003.

TNC (US) Holdings, Inc., by signature below, acknowledges that it has no objection to, and hereby approves, a *nunc pro tunc* transfer in which our original rights are assigned to TNC (US) Holdings, Inc. (formerly known as The Nielsen Company (U.S.), Inc.).

Therefore, for good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to TNC (US) Holdings, Inc. (formerly known as The Nielsen Company (U.S.), Inc.), a Delaware Corporation, having a place of business at 770 Broadway, New York, New York, 10003 (hereinafter "Assignee"), its successors and assigns, *nunc pro tunc*, 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.

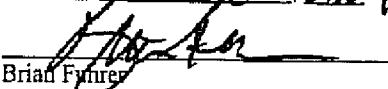
The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

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.


20004/342-US

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 18 day of DECEMBER, 2009

Brian Furrer

* * * * *

WITNESS my hand this 18 day of December, 2009

Alexander Topchy

* * * * *

20004/342-US

TNC (US) HOLDINGS, INC., a Delaware Corporation, having a place of business at 770 Broadway, New York, New York, 10003, by signature of its authorized representative below, acknowledges that it has no objection to, and hereby approves, a *nunc pro tunc* transfer in which the original rights of the above-identified sole inventor are transferred to TNC (US) HOLDINGS, INC. (formerly known as THE NIELSEN COMPANY (U.S.), INC.), a Delaware Corporation, having a place of business at 770 Broadway, New York, New York, 10003.

WITNESS my hand this 9th day of February 2010
Ian Bashaw
Ian Bashaw
Vice President, Intellectual Property