

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Albert Perez</td> <td>03/22/2010</td> </tr> <tr> <td>Shi Lu</td> <td>02/04/2010</td> </tr> <tr> <td>Michael F. Younge</td> <td>02/06/2010</td> </tr> </tbody> </table>		Name	Execution Date	Albert Perez	03/22/2010	Shi Lu	02/04/2010	Michael F. Younge	02/06/2010		
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>THE NIELSEN COMPANY (US), LLC, a Delaware Limited Liability Company</td> </tr> <tr> <td>Street Address:</td> <td>150 North Martingale Road</td> </tr> <tr> <td>City:</td> <td>Schaumburg</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60173</td> </tr> </table>		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
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (312)580-9696  <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 &amp; Zimmerman, LLC        Address Line 1: 150 S. Wacker Drive, Suite 2100        Address Line 4: Chicago, ILLINOIS 60606</p>											
ATTORNEY DOCKET NUMBER:	TELE-P049-US										
NAME OF SUBMITTER:	Peter J. Cesarz										
<p>Total Attachments: 4          source=TELEP049US_ExecutedAssignment#page1.tif          source=TELEP049US_ExecutedAssignment#page2.tif</p>											

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**PATENT**  
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## ASSIGNMENT

Serial No: 12/695,793  
Filed: January 28, 2010  
Title: METHODS AND APPARATUS TO MEASURE MARKET STATISTICS

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, having a place of business at 150 North Martingale Road, Schaumburg, IL, 60173, (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 22 day of March, 2010.

State of California

County of San Francisco <sup>ss.</sup>

Albert Perez  
Albert Perez

On this \_\_\_\_\_ day of \_\_\_\_\_, 2010, before me, a Notary Public in and for the County and State aforesaid, appeared Albert Perez, 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: \_\_\_\_\_


\* \* \* \* \*

20185/TELEP049-US

WITNESS my hand this 4<sup>th</sup> day of Feb, 2010.

State of CA

County of SE ss.

  
Shi Lu

On this \_\_\_\_ day of \_\_\_\_\_, 2010, before me, a Notary Public in and for the County and State aforesaid, appeared Shi Lu, 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.

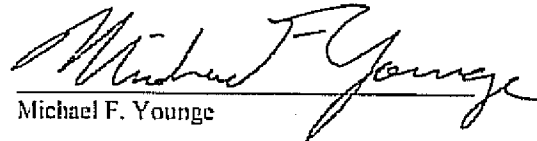
My Commission Expires: \_\_\_\_\_

\*\*\*\*\*

WITNESS my hand this 6<sup>th</sup> day of February, 2010.

State of CA

County of San Francisco ss.

  
Michael F. Younge

On this \_\_\_\_\_ day of \_\_\_\_\_, 2010, before me, a Notary Public in and for the County and State aforesaid, appeared Michael F. Younge, 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: \_\_\_\_\_

\* \* \* \* \*