

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Damian John Reeves	08/03/2010
RECEIVING PARTY DATA	
Name:	Quantcast Corporation
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12340259
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NAME OF SUBMITTER:	Renee Jacowitz
Total Attachments: 2 source=updatedassignment#page1.tif source=updatedassignment#page2.tif	

OP \$40.00 12340259

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PATENT
REEL: 024783 FRAME: 0173

Patent Assignment

For good and valuable consideration, the receipt of which is hereby acknowledged, Damian John Reeves (the "ASSIGNOR") has sold, assigned, and transferred and does hereby sell, assign, and transfer to Quantcast Corporation, ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following patents and patent applications:

- (a) Non-Provisional Patent Application No 12/340,259 titled "Method and System for Preserving Privacy Related to networked Media Consumption Activities";
 - (b) All patent applications from which patent (a) was derived.
- (the "PATENTS AND APPLICATIONS");

2. The entire worldwide right, title, and interest in and to:
(a) the PATENTS AND APPLICATIONS; (b) all PATENTS AND APPLICATIONS claiming priority from the PATENTS AND APPLICATIONS; (c) all divisional, continuation, continuation-in-part, substitute, request for continued examination, renewal, reexamination, reissue, and other related extensions and applications thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the PATENTS AND APPLICATIONS; and

3. All rights to recover damages for past, present, and future infringement of the PATENTS AND APPLICATIONS and for infringement of provisional rights therein.

ASSIGNOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

ASSIGNOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE will consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. ASSIGNOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

ASSIGNOR represents that ASSIGNOR possesses (or has already assigned to ASSIGNEE) the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the ASSIGNOR has not made (other than to ASSIGNEE) and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

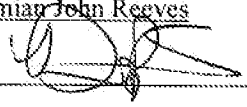
ASSIGNOR grants the patent practitioners of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Title of Document: **ASSIGNMENT**

Title: " Method and System for Preserving Privacy Related to networked Media
Consumption Activities "
Filed: December 19, 2008
Application No.: 12/340,259

This Assignment between ASSIGNOR and Quantcast Corporation may be executed in one or more counterparts, each of which will be deemed an original and all of which may be taken together as one and the same Assignment.

Name: Damian John Reeves

Signature: 

Date of Signature: 8/3/ 2010