

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<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>Patrick McCann</td> <td>12/02/2010</td> </tr> <tr> <td>Cameron S. Meierhoefer</td> <td>12/06/2010</td> </tr> <tr> <td>Brian Pugh</td> <td>12/02/2010</td> </tr> </tbody> </table>		Name	Execution Date	Patrick McCann	12/02/2010	Cameron S. Meierhoefer	12/06/2010	Brian Pugh	12/02/2010				
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RECEIVING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>comScore, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>11950 Democracy Drive</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 600</td> </tr> <tr> <td>City:</td> <td>Reston</td> </tr> <tr> <td>State/Country:</td> <td>VIRGINIA</td> </tr> <tr> <td>Postal Code:</td> <td>20190</td> </tr> </table>		Name:	comScore, Inc.	Street Address:	11950 Democracy Drive	Internal Address:	Suite 600	City:	Reston	State/Country:	VIRGINIA	Postal Code:	20190
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CORRESPONDENCE DATA													
Fax Number: (877)769-7945 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: (202) 783-5070 Email: apsi@fr.com Correspondent Name: David L. Holt Address Line 1: FISH & RICHARDSON P.C. Address Line 2: P.O.BOX 1022 Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022													
ATTORNEY DOCKET NUMBER:	13186-0058001												
NAME OF SUBMITTER:	Arlene F. Yates												
Total Attachments: 2													

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ASSIGNMENT

For valuable consideration, we, PATRICK MCCANN of 1011 Cup Leaf Holly Court, Great Falls, VA 22066, CAMERON S. MEIERHOEFER of 4911 Brandywine Street, NW, Washington DC, 20016, and BRIAN PUGH of 11711 Olde English Drive, Unit A, Reston, VA 20190, hereby assign to: comScore, Inc., a corporation of Delaware having a place of business at: 11950 Democracy Drive, Suite 600, Reston, VA 20190; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled DETERMINING CLIENT SYSTEM ATTRIBUTES, filed 9/10/2010, and assigned U.S. Serial Number 12/879,568, this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Date: 12/2/10

P. McCann
PATRICK MCCANN

Signature witnessed by:
12/2/10
Date

WITNESS: [Signature]
Printed Name: RANDALL ABST
Address: 11950 DEMOCRACY DR., Suite 600
RESTON, VA 20190

Date: 12/6/2010

[Signature]
CAMERON S. MEIERNOEFER

Signature witnessed by:
12/6/2010
Date

WITNESS: [Signature]
Printed Name: RANDALL ABST
Address: 11950 DEMOCRACY DR., Suite 600
RESTON, VA 20190

Date: 12/2/10

B. Pugh
BRIAN PUGH

Signature witnessed by:
12/2/10
Date

WITNESS: [Signature]
Printed Name: RANDALL ABST
Address: 11950 DEMOCRACY DR., Suite 600
RESTON, VA 20190

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