

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Kevin Michael Hannan	07/06/2010
Achilleas Papakostas	06/23/2010
Albert Ronald Perez	07/06/2010
Mike Andrew Yonker	06/23/2010
Austin Albino	07/06/2010
RECEIVING PARTY DATA	
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
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12827865
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	20004/42656US01
NAME OF SUBMITTER:	William E. Jacklin

OP \$40.00 12827865

Total Attachments: 2

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ASSIGNMENT

Serial No: 12/827,865
Filed: June 30, 2010
Title: METHODS AND APPARATUS TO OBTAIN ANONYMOUS
AUDIENCE MEASUREMENT DATA FROM NETWORK SERVER
DATA FOR PARTICULAR DEMOGRAPHIC AND USAGE PROFILES

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, 150 North Martingale Road, Schaumburg, Illinois, 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.

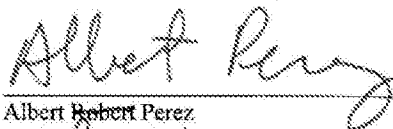
WITNESS my hand this 6th day of July, 2010.


Kevin Michael Hannan

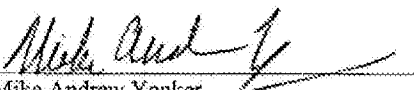
WITNESS my hand this 23rd day of June, 2010


Achilleas Papakostas

WITNESS my hand this 6th day of July, 2010


Albert Robert Perez
Ronald
ARF

WITNESS my hand this 23rd day of JUNE, 2010


Mike Andrew Yonker

WITNESS my hand this 6th day of July, 2010


Austin Albino