

01/19/2011

Docket #: 20004/29E-US

PATENTS ONLY




103615782

7/24/09

1. Name of party or parties conveying an interest:  NetRatings, LLC (formerly known as NetRatings, Inc.) A Delaware Limited Liability Company 770 Broadway New York, New York 10003	2. Name and address of party or parties receiving an interest:  Name: The Nielsen Company (US), LLC A Delaware Limited Liability Company 150 North Martingale Road Schaumburg, IL 60173
3. Description of the interest conveyed:  <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement  Execution Date: October 1, 2008	Other:
4. Application number(s) or patent number(s). Additional sheet attached? YES___ NO <u>X</u>  A. Patent Application no.(s): 11/618,213 filed on December 29, 2006	If the document is being filed together with a new application, the execution date of the application is:  B. Patent no.(s):
5. Name and address of party to whom correspondence concerning this cover sheet should be mailed: Name: Sergio Filice Registration No.: 59,727 HANLEY, FLIGHT & ZIMMERMAN, LLC Street Address: 150 S. Wacker Drive Suite 2100 City: Chicago State: Illinois Zip: 60606	6. Number of applications and/or patents identified on this cover sheet: 1  7. Amount of fee enclosed or authorized to be charged: \$40.00 <i>Charge</i>  8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455

9. To the best of my knowledge and belief, the information contained on this cover sheet is true and correct and any copy submitted is a true copy of the original document. I hereby certify that this paper is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:

Date: 7/24/2009

  
Sergio D. Filice  
Registration No.: 59,727

Total number of pages including cover sheet, attachments, and document: 6

## ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, NetRatings, LLC (formerly known as NetRatings, Inc.), A Delaware Limited Liability Company, 770 Broadway New York, New York 10003 (hereinafter "Assignor") 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 the patents and applications for Letters Patent of the United States or any foreign country identified in the following table, 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.

Application Serial No.	Country	Filing Date	Patent/Publication Number
08/707,279	US	September 3, 1996	6,108,637
AU 9742437	AU	August 29, 1997	AU 735285B2
CA 2246746	CA	August 29, 1997	CA 2246745AA
CN 97191556	CN	August 29, 1997	CN1209891A
DE 69720186	DE	August 29, 1997	DE69720186C0
DK 9797940719	DK	August 29, 1997	DK870234T3
ES 97940719	ES	August 29, 1997	ES2195170T3
EP 97940719	EP	August 29, 1997	EP870234B1
09/490,495	US	January 25, 2000	7,386,473
EP 2001106943	EP	August 29, 1997	EP1130526A2
EP 2001123166	EP	August 29, 1997	EP 1168196A2
PCT/US97/15353	PCT	August 29, 1997	WO9810349
11/618,055	US	December 29, 2006	US 20070106755
11/618,251	US	December 29, 2006	US 20070106779
11/618,233	US	December 29, 2006	US 20070106792
11/618,213	US	December 29, 2006	US 20070106791
11/618,193	US	December 29, 2006	US 20070106763
11/618,176	US	December 29, 2006	US 20070106790
11/618,144	US	December 29, 2006	US 20070106789
11/618,118	US	December 29, 2006	US 20070106788
11/618,102	US	December 29, 2006	US 20070112639
11/618,086	US	December 29, 2006	US 20070112638
11/618,072	US	December 29, 2006	US 20070106787
05103917.9	HK	May 10, 2005	200410033715.3

071027812	HK	March 15, 2007	1097615A
051039160.0	HK	May 10, 2005	1071214
99102791.9	HK	July, 2, 1999	1018327B

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

The undersigned warrants that he/she is authorized to sign on behalf of NetRatings, LLC.

WITNESS my hand this 22<sup>ND</sup> day of July, 2009.

State of New Jersey

County of Morris

Gene Potkay  
Gene Potkay  
on behalf of:  
NetRatings, LLC  
770 Broadway,  
New York, NY 10003

On this 22<sup>ND</sup> day of July, 2009, before me, a Notary Public in and for the County and State aforesaid, appeared Gene Potkay, 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: Norris E. Smith

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: 08-05-09

Norris E. Smith  
Notary Public, NY  
My Commission Expires 08-05-09

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State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 08:41 AM 10/01/2008  
FILED 08:50 AM 10/01/2008  
SRV 081001834 - 2769374 FILE

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION

of

NetRatings, Inc.

(a Delaware corporation)

to

NetRatings, LLC

(a Delaware limited liability company)

This Certificate of Conversion to Limited Liability Company is being duly executed and filed by an authorized person, to convert NetRatings, Inc., a Delaware corporation (the "Corporation"), to a Delaware limited liability company, under Section 18-214 of the Delaware Limited Liability Company Act (the "Act").

- (1) The jurisdiction where the Corporation was first formed is Delaware.
- (2) The jurisdiction of the Corporation immediately prior to filing this Certificate is Delaware.
- (3) The date the Corporation was first incorporated in Delaware is July 2, 1997.
- (4) The name of the Corporation immediately prior to filing this Certificate was NetRatings, Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the Board of Directors (the "Board") and the sole stockholder of the Corporation by a written consent of the Board in accordance with the provisions of Section 141(f) of the DGCL and written consent of the sole stockholder of the Corporation in accordance with Section 228 of the DGCL, adopted a resolution approving the conversion of the Corporation into a Delaware limited liability company.
- (6) The name of the Limited Liability Company as set forth in the Certificate of Formation is NetRatings, LLC.
- (7) The conversion shall be effective upon the acceptance of the filing of this Certificate of Conversion by the Secretary of State of the State of Delaware.

[the next page is the signature page]

STAM1-8457192

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion  
on this 1<sup>st</sup> day of October, 2008.

NETRATINGS, INC.

By: *Harris Black*

Harris Black  
Authorized Person

# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "NETRATINGS, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "NETRATINGS, INC." TO "NETRATINGS, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:50 O'CLOCK A.M.

2769374 8100V

081001834

You may verify this certificate online  
at [corp.delaware.gov/authvar.shtml](http://corp.delaware.gov/authvar.shtml)



*Harriet Smith Windsor*  
Harriet Smith Windsor, Secretary of State  
AUTHENTICATION: 6886342

DATE: 10-01-08