

PATENT ASSIGNMENT

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 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
NetRatings, LLC., a Delaware Limited Liability Company	01/28/2011
RECEIVING PARTY DATA	
Name:	The Nielsen Company (US), LLC. a Delaware Limited Liability Company
Street Address:	770 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12100698
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	NNR4US-A
NAME OF SUBMITTER:	Michael W. Zimmerman
Total Attachments: 2 source=NNR4 Assignment - Gene Potkay (3)#page1.tif source=NNR4 Assignment - Gene Potkay (3)#page2.tif	

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ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, NetRatings, LLC, a Delaware Limited Liability Company, having a place of business at 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, Illinois 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 identified in the attached Exhibit A, and in said patents, patent applications and any and all other patent 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.

WITNESS my hand this 28th day of JANUARY, 2011.

NetRatings, LLC

By:

Gene Potkay
Gene Potkay
Senior Vice President, Intellectual Property

State of New Jersey

County of Essex

On this 28th day of JANUARY, 2011, 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.

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

Notary Public:

Desiree Warnke

My Commission Expires:

7/27/2015

DESIREE N. WARNKE
ID # 2398675
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 7/27/2015

Exhibit A

Patent/Application Serial Number	Issue/Filing Date	Title	Attorney Docket Number
7,376,722 09/763,338	5/20/2008 8/7/2000	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	20184/NNR4US-01
12/100,698	4/10/2008	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	20184/NNR4US-A
12/100,685	4/10/2008	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	20184NNR4USCON
12/780,685	5/15/2010	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	20184/NNR4US-04