

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TNC (US) Holdings Inc., a New York Corporation	08/02/2011
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:	12545455
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ATTORNEY DOCKET NUMBER:	20225/033
NAME OF SUBMITTER:	Sergio D. Filice
Total Attachments: 3 source=Assignment_TNC_Holdings_to_TNC_US_LLC#page1.tif source=Assignment_TNC_Holdings_to_TNC_US_LLC#page2.tif source=Assignment_TNC_Holdings_to_TNC_US_LLC#page3.tif	

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ASSIGNMENT

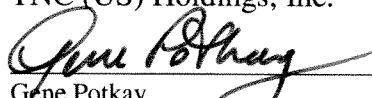
For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, TNC (US) Holdings Inc., a New York Corporation, having a place of business at 770 Broadway, New York, New York, 10003 (hereinafter "Assignor") hereby assigns to The Nielsen Company (US), LLC., a Delaware 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 disclosed in the patents and/or applications for Letters Patent identified in the attached Exhibit A, and in said patents, patent applications and any and all other patent applications, both United States, international 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. This assignment includes all priority rights and rights to claim priority.

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

WITNESS my hand this 2nd day of August, 2011.

TNC (US) Holdings, Inc.

By:


Gene Potkay
Senior Vice President, Intellectual Property

The Nielsen Company (US), LLC.

By:

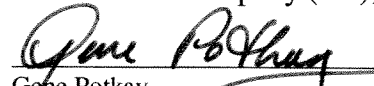

Gene Potkay
Senior Vice President, Intellectual Property

EXHIBIT A

Patent Number	Country	Application Number	Application Date	Title
20225/001CN	China P.R.	200880017883.X	3/26/2008	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS
20225/001EP	EP	8744383.4	3/26/2008	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS
20225/001IL	Israel	201187	3/26/2008	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS
20225/001IN	India	6145/CHENP/2009	3/26/2008	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS
20225/001JP	Japan	2010-501190	3/26/2008	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS
20225/001KR	Korea South	10-2009-7022551	3/26/2008	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS
20225/001US	US	12/056,190	3/26/2008	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA
20225/001WO	PCT	PCT/US2008/058264	3/26/2008	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS
20225/001PUS	US	60/908,742	3/29/2007	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS
20225/002US	US	12/056,211	3/26/2008	PROTOCOL GENERATOR AND PRESENTER DEVICE FOR ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS
20225/003US	US	12/056,221	3/26/2008	INTRA-MODALITY SYNTHESIS OF CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA
20225/004US	US	12/056,225	3/26/2008	CROSS-MODALITY SYNTHESIS OF CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA
20225/005EP	EP	8747389.8	5/1/2008	NEURO-INFORMATICS REPOSITORY SYSTEM
20225/005JP	Japan	2010-506646	5/1/2008	NEURO-INFORMATICS REPOSITORY SYSTEM
20225/005US	US	12/113,863	5/1/2008	NEURO-INFORMATICS REPOSITORY SYSTEM
20225/005WO	PCT	PCT/US2008/062273	5/1/2008	NEURO-INFORMATICS REPOSITORY SYSTEM
20225/005P	US	60/915,161	5/1/2007	NEURO-INFORMATICS REPOSITORY SYSTEM
20225/006US	US	12/113,870	5/1/2008	NEURO-FEEDBACK BASED STIMULUS COMPRESSION DEVICE
20225/006PUS	US	60/915,228	5/1/2007	NEURO-FEEDBACK BASED STIMULUS COMPRESSION DEVICE
20225/007US	US	12/122,240	5/16/2008	HABITUATION ANALYZER DEVICE UTILIZING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM AND EFFECTOR SYSTEM MEASUREMENTS
20225/007PUS	US	60/938,281	5/16/2007	HABITUATION ANALYZER DEVICE UTILIZING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM AND EFFECTOR SYSTEM MEASUREMENTS
20225/008US	US	12/122,253	5/16/2008	AUDIENCE RESPONSE MEASUREMENT AND TRACKING SYSTEM
20225/008PUS	US	60/938,283	5/16/2007	AUDIENCE RESPONSE MEASUREMENT AND TRACKING SYSTEM
20225/009US	US	12/122,262	5/16/2008	NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM
20225/009PUS	US	60/938,286	5/16/2007	NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM
20225/010CN	China P.R.	200880019166.1	6/6/2008	MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS
20225/010EP	EP	8770372.4	6/6/2008	MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS
20225/010IN	India	6723/CHENP/2009	6/6/2008	MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS
20225/010US	US	12/135,066	6/6/2008	MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS
20225/010WO	PCT	PCT/US2008/066166	6/6/2008	MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS
20225/010PUS	US	60/942,279	6/6/2007	MULTI-MARKET PROGRAM AND COMMERCIAL RESPONSE MONITORING SYSTEM USING NEURO-RESPONSE MEASUREMENTS
20225/011US	US	12/135,074	6/6/2008	AUDIENCE RESPONSE ANALYSIS USING SIMULTANEOUS ELECTROENCEPHALOGRAPHY (EEG) AND FUNCTIONAL MAGNETIC RESONANCE IMAGING
20225/011PUS	US	60/942,283	6/6/2007	AUDIENCE RESPONSE ANALYSIS USING SIMULTANEOUS ELECTROENCEPHALOGRAPHY (EEG) AND FUNCTIONAL MAGNETIC RESONANCE IMAGING
20225/012US	US	12/182,851	7/30/2008	ENTITY AND RELATIONSHIP ASSESSMENT AND EXTRACTION USING NEURO-RESPONSE MEASUREMENTS
20225/012PUS	US	60/952, 710	7/30/2007	ENTITY AND RELATIONSHIP ASSESSMENT AND EXTRACTION USING NEURO-RESPONSE MEASUREMENTS
20225/013CN	China P.R.	200880101500.7	7/30/2008	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR
20225/013EP	EP	8796890.5	7/30/2008	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR
20225/013IL	Israel	203176	7/30/2008	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR
20225/013IN	India	4438/KOLNP/2009	7/30/2008	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR
20225/013JP	Japan	2010-520159	7/30/2008	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR
20225/013KR	Korea North	10-2010-7001406	7/30/2008	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR
20225/013US	US	12/182,874	7/30/2008	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR
20225/013WO	PCT	PCT/US2008/071639	7/30/2008	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR
20225/013PUS	US	60/952,723	7/30/2007	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR
20225/014US	US	12/199,557	8/27/2008	STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS
20225/014PUS	US	60/968,558	8/28/2007	STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS
20225/015CN	China P.R.	200880104982.1	8/27/2008	CONSUMER EXPERIENCE ASSESSMENT SYSTEM
20225/015EP	EP	8798799.6	8/27/2008	CONSUMER EXPERIENCE ASSESSMENT SYSTEM
20225/015IL	Israel	203177	8/27/2008	CONSUMER EXPERIENCE ASSESSMENT SYSTEM
20225/015IN	India	4441/KOLNP/2009	8/27/2008	CONSUMER EXPERIENCE ASSESSMENT SYSTEM
20225/015JP	Japan	2010-253112	8/27/2008	CONSUMER EXPERIENCE ASSESSMENT SYSTEM
20225/015KR	Korea South	10-2010-7003052	8/27/2008	CONSUMER EXPERIENCE ASSESSMENT SYSTEM
20225/015US	US	12/199,583	8/27/2008	CONSUMER EXPERIENCE ASSESSMENT SYSTEM
20225/015WO	PCT	PCT/US2008/074467	8/27/2008	CONSUMER EXPERIENCE ASSESSMENT SYSTEM
20225/015PUS	US	60/968,560	8/28/2007	CONSUMER EXPERIENCE ASSESSMENT SYSTEM
20225/016PUS	US	60/968,563	8/28/2007	CONSUMER EXPERIENCE PORTRAYAL EFFECTIVENESS ASSESSMENT SYSTEM
20225/016US	US	12/199,596	8/27/2008	CONSUMER EXPERIENCE PORTRAYAL EFFECTIVENESS ASSESSMENT SYSTEM
20225/017US	US	12/200,813	8/28/2008	CONTENT BASED SELECTION AND META TAGGING OF ADVERTISEMENT BREAKS
20225/017PUS	US	60/968,567	8/29/2007	CONTENT BASED SELECTION AND META TAGGING OF ADVERTISEMENT BREAKS

EXHIBIT A

Patent Number	Country	Application Number	Application Date	Title
20225/018US	US	12/234,372	9/19/2008	PERSONALIZED CONTENT DELIVERY USING NEURO-RESPONSE PRIMING DATA
20225/018PUS	US	60/973,856	9/20/2007	PERSONALIZED CONTENT DELIVERY USING NEURO-RESPONSE PRIMING DATA
20225/019US	US	12/135,069	6/6/2008	INCIDENT RESPONSE ASSESSMENT AT A POINT OF TRANSACTION
20225/019PUS	US	60/942,311	6/6/2007	INCIDENT RESPONSE ASSESSMENT AT A POINT OF TRANSACTION
20225/020US	US	12/234,388	9/19/2008	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING MAGNETOENCEPHALOGRAPHY
20225/020PUS	US	60/973,917	9/20/2007	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING MAGNETOENCEPHALOGRAPHY
20225/021US	US	12/357,302	1/21/2009	METHODS AND APPARATUS FOR PROVIDING VIDEO WITH EMBEDDED MEDIA
20225/022US	US	12/357,315	1/21/2009	METHODS AND APPARATUS FOR PROVIDING ALTERNATE MEDIA FOR VIDEO DECODERS
20225/022WO	PCT	PCT/US2010/021535	1/20/2010	METHODS AND APPARATUS FOR PROVIDING ALTERNATE MEDIA FOR VIDEO DECODERS
20225/023US	US	12/357,322	1/21/2009	METHODS AND APPARATUS FOR PROVIDING PERSONALIZED MEDIA IN VIDEO
20225/024CN	China P.R.			BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA
20225/024EP	EP	9832315.7	11/20/2009	BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA
20225/024IL	Israel	213459	11/20/2009	BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA
20225/024IN	India	2574/KOLNP/2011	11/20/2009	BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA
20225/024JP	Japan	TBA	11/20/2009	BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA
20225/024KR	Korea South	10-2011-7015964	11/20/2009	BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA
20225/024US	US	12/544,921	8/20/2009	BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA
20225/024WO	PCT	PCT/US2009/065368	11/20/2009	BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA
20225/024PUS	US	61/120,938	12/9/2008	BRAIN PATTERN ANALYZER USING NEURO-RESPONSE DATA
20225/025US	US	12/544,934	8/20/2009	EEG TRIGGERED FMRI SIGNAL ACQUISITION
20225/026US	US	12/391,915	2/24/2009	NEUROLOGICALLY INFORMED MORPHING
20225/027US	US	12/391,891	2/24/2009	PERSONALIZED MEDIA MORPHING
20225/028US	US	12/546,586	8/24/2009	DRY ELECTRODES FOR ELECTROENCEPHALOGRAPHY
20225/029US	US	12/544,958	8/20/2009	DISTRIBUTED NEURO-RESPONSE DATA COLLECTION AND ANALYSIS
20225/029USC1	US	12/846,242	7/29/2010	DISTRIBUTED NEURO-RESPONSE DATA COLLECTION AND ANALYSIS
20225/030US	US	12/410,380	3/24/2009	NEUROLOGICAL PROFILES FOR MARKET MARCHING AND STIMULUS PRESENTATION
20225/031US	US	12/410,372	3/24/2009	PRESENTATION MEASURE USING NEUROGRAPHICS
20225/032US	US	12/413,297	3/27/2009	PERSONALIZED STIMULUS PLACEMENT IN VIDEO GAMES
20225/033EP	EP	10173095	8/17/2010	ANALYSIS OF THE MIRROR NEURON SYSTEM FOR EVALUATION OF STIMULUS
20225/033JP	Japan	2010-184499	8/20/2010	ANALYSIS OF THE MIRROR NEURON SYSTEM FOR EVALUATION OF STIMULUS
20225/033US	US	12/545,455	8/21/2009	ANALYSIS OF THE MIRROR NEURON SYSTEM FOR EVALUATION OF STIMULUS
20225/034US	US	12/608,660	10/29/2009	ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL
20225/035CN	China P.R.	2010010602628	10/28/2010	GENERATING RATINGS PREDICTIONS USING NEURO-RESPONSE DATA
20225/035EP	EP	10189294.1	10/28/2010	GENERATING RATINGS PREDICTIONS USING NEURO-RESPONSE DATA
20225/035IN	India	1181/KOL/2010	10/26/2010	GENERATING RATINGS PREDICTIONS USING NEURO-RESPONSE DATA
20225/035US	US	12/608,685	10/29/2009	GENERATING RATINGS PREDICTIONS USING NEURO-RESPONSE DATA
20225/036US	US	12/608,696	10/29/2009	INTRACLUSTRAL CONTENT MANAGEMENT USING NEURO-RESPONSE PRIMING DATA
20225/037US	US			ADVERTISEMENT EXCHANGE
20225/038US	US	12/622,292	11/19/2009	ADVERTISEMENT EXCHANGE USING NEURO-RESPONSE DATA
20225/038WO	PCT	PCT/US2010/055880	11/8/2010	ADVERTISEMENT EXCHANGE USING NEURO-RESPONSE DATA
20225/039US	US	12/622,312	11/19/2009	MULTIMEDIA ADVERTISEMENT EXCHANGE
20225/039WO	PCT	PCT/US2010/055881	11/8/2010	MULTIMEDIA ADVERTISEMENT EXCHANGE
20225/040US	US	12/731,868	3/25/2010	DISCRETE CHOICE MODELING USING NEURO-RESPONSE DATA
20225/041PUS	US	61/314,939	3/17/2010	NEUROLOGICAL SENTIMENT TRACKING SYSTEM
20225/041US	US	13/045,457	3/10/2011	NEUROLOGICAL SENTIMENT TRACKING SYSTEM
20225/042US	US	12/778,810	5/12/2010	MECHANISMS FOR COLLECTING ELECTROENCEPHALOGRAPHY DATA
20225/043US	US	12/778,828	5/12/2010	NEURO-RESPONSE DATA SYNCHRONIZATION
20225/044PUS	US	61/332,883	5/10/2010	METHODS AND APPARATUS FOR PROVIDING ADVOCACY AS ADVERTISEMENT
20225/044US	US	13/104,821	5/10/2011	METHODS AND APPARATUS FOR PROVIDING ADVOCACY AS ADVERTISEMENT
20225/045PUS	US	61/332,887	5/10/2010	METHODS AND APPARATUS FOR PROVIDING REMUNERATION FOR ADVOCACY
20225/045US	US	13/104,840	5/10/2011	METHODS AND APPARATUS FOR PROVIDING REMUNERATION FOR ADVOCACY
20225/046US	US	12/853,197	8/9/2010	NEURO-RESPONSE EVALUATED STIMULUS IN VIRTUAL REALITY ENVIRONMENTS
20225/047US	US	12/884,034	9/16/2010	BIOMETRIC AWARE CONTENT PRESENTATION
20225/048US	US	12/868,531	8/25/2010	EFFECTIVE VIRTUAL REALITY ENVIRONMENTS FOR PRESENTATION OF MARKETING MATERIALS
20225/049US	US	12/913,102	10/27/2010	NEURO-RESPONSE POST-PURCHASE ASSESMENT
20225/050US	US	12/853,213	8/9/2010	LOCATION AWARE PRESENTATION OF STIMULUS MATERIAL
20225/051PUS	US	61/388,495	9/30/2010	INTELLIGENT INTERFACES BASED ON NEUROLOGICAL AND PHYSIOLOGICAL MEASURES
20225/051US	US			INTELLIGENT INTERFACES BASED ON NEUROLOGICAL AND PHYSIOLOGICAL MEASURES
20225/052PUS	US	61/389,069	10/1/2010	NEUROLOGICAL MATCHING SYSTEM
20225/052US	US			NEUROLOGICAL MATCHING SYSTEM
20225/053PUS	US	61/409,876	11/3/2010	EFFECTIVE DATA PRESENTATION IN SOCIAL NETWORKS
20225/053US	US			EFFECTIVE DATA PRESENTATION IN SOCIAL NETWORKS
20225/054PUS	US	61/409,880	11/3/2010	LOCATION AWARE ADVOCACY
20225/054US	US			LOCATION AWARE ADVOCACY
20225/055PUS	US	61/417,137	11/24/2010	MEDIA EFFECTIVENESS ASSESSMENT USING NEURO-RESPONSE MEASURES
20225/056US	US	13/111,733	5/19/2011	METHODS AND APPARATUS FOR NICOTINE DELIVERY REDUCTION
20225/057US	US	13/105,774	5/11/2011	MARKETING MATERIAL ENHANCED WAIT STATES
20225/058US	US			LIGHT AMPLIFICATION