

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT

**CONVEYING PARTY DATA**

Name	Execution Date
AdXpose, Inc.	08/11/2011

**RECEIVING PARTY DATA**

<b>Name:</b>	comScore, Inc.
<b>Street Address:</b>	11950 Democracy Drive
<b>City:</b>	Reston
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	20190

**PROPERTY NUMBERS Total: 16**

Property Type	Number
Application Number:	61473452
Application Number:	61473463
Application Number:	60804400
Application Number:	60973393
Application Number:	60986680
Application Number:	61267742
Application Number:	61267748
Application Number:	61267751
Application Number:	12963323
Application Number:	12963473
Application Number:	12963365
Application Number:	12233491
PCT Number:	US1059525
PCT Number:	US1059548
PCT Number:	US1059531

**OP \$640.00 61473452**

PCT Number:

US0876905

**CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER:

5012-0042

NAME OF SUBMITTER:

Christopher Goode

Total Attachments: 2

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PATENT ASSIGNMENT

This Patent Assignment is made by AdXpose, Inc., Delaware corporation, having a principal business address at 1418 Third Avenue, Suite 300, Seattle, Washington ("ASSIGNOR"), in favor of comScore, Inc., a Delaware corporation having a principal business address at 11950 Democracy Drive, Reston, Virginia ("ASSIGNEE").

WHEREAS, ASSIGNOR owns all right, title and interest in and to certain U.S. and International patent applications and inventions which are listed in Appendix A.

WHEREAS, ASSIGNEE desires to acquire all right, title and interest in and to the U.S. and International patent applications and inventions listed in Appendix A.

NOW, THEREFORE, for good and valuable consideration, the substance of which is set forth in detail in a separate agreement between ASSIGNOR and ASSIGNEE, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, all right, title and interest in and to the patent applications and inventions listed in Appendix A and any divisions, reissues, reexaminations, continuations, renewals and extensions of such patents or applications or inventions, and the Letters Patent that may be granted therefor, together with all rights and privileges granted and secured thereby, including the right to sue for past infringement (together, the "Rights"), the Rights to be held and enjoyed by ASSIGNEE for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives to the end of the term for which such Letters Patent are granted or reissued as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this assignment and sale had not been made.

AND, ASSIGNOR HEREBY further covenants and agrees that ASSIGNOR will, without further consideration, communicate with ASSIGNEE, its successors and assigns, any facts known to ASSIGNOR respecting the inventions described in the patent applications and inventions listed in Appendix A and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver all papers that may be necessary or desirable to perfect the title to the patent applications and inventions listed in Appendix A and the associated Rights in said ASSIGNEE, its successors and assigns, execute all divisional, continuation, reexamination and reissue applications, make all rightful oaths and generally do everything reasonably possible to aid ASSIGNEE, its successors and assigns, to obtain and enforce proper patent protection in the United States or abroad, as set forth in the claims of any of the patent applications and inventions listed in Appendix A and the associated Rights, it being understood that any expense incident to the execution of such papers shall be borne by the ASSIGNEE, its successors and assigns.

Nothing in this Patent Assignment shall itself change, amend, extend or alter (nor shall it be deemed or construed as changing, amending, extending or altering) the terms and conditions set forth in such separate agreement between ASSIGNOR and ASSIGNEE in any manner whatsoever. In the event of any conflict or other difference between such separate agreement between ASSIGNOR and ASSIGNEE and this Patent Assignment, the provisions of such separate agreement shall control.

Signed this 11<sup>th</sup> day of August, 2011.

AdXpose, Inc.

By: 

Name: JEFF BERGSTROM

Title: Chief Financial Officer

APPENDIX A

Patent Applications:

1. U.S. Provisional Patent Application No. 61/473,452
2. U.S. Provisional Patent Application No. 61/473,463
3. U.S. Provisional Patent Application No. 60/804,400
4. U.S. Provisional Patent Application No. 60/973,393
5. U.S. Provisional Patent Application No. 60/986,680
6. U.S. Provisional Patent Application No. 61/267,742
7. U.S. Provisional Patent Application No. 61/267,748
8. U.S. Provisional Patent Application No. 61/267,751
9. U.S. Non-Provisional Application No. 12/963,323
10. U.S. Non-Provisional Application No. 12/963,473
11. U.S. Non-Provisional Application No. 12/963,365
12. U.S. Non-Provisional Application No. 12/233,491
13. International Application No. PCT/US10/59525
14. International Application No. PCT/US10/59548
15. International Application No. PCT/US10/59531
16. International Application No. PCT/US08/076905
- 17.
  
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