

PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Astro West LLC	10/25/2011
RECEIVING PARTY DATA	
Name:	Integrated Media Measurement, Inc.
Street Address:	1510 Fashion Island Blvd.
Internal Address:	Suite 310
City:	San Mateo
State/Country:	CALIFORNIA
Postal Code:	94404
PROPERTY NUMBERS Total: 7	
Property Type	Number
Patent Number:	7623823
Application Number:	11359903
Application Number:	11438089
Application Number:	12478502
Application Number:	12481369
Application Number:	12576184
Application Number:	12618950
CORRESPONDENCE DATA	
Fax Number:	(312)759-5646
Phone:	312-357-1313
Email:	pzura@btlaw.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Peter Zura
Address Line 1:	Barnes & Thornburg LLP
Address Line 2:	P.O. Box 2786

501701876

PATENT  
REEL: 027116 FRAME: 0547

CH \$280.00 7623823

Address Line 4: Chicago, ILLINOIS 60690-2786

ATTORNEY DOCKET NUMBER:

52579-115459

NAME OF SUBMITTER:

Peter Zura

Total Attachments: 3

source=115459Assignment#page1.tif

source=115459Assignment#page2.tif

source=115459Assignment#page3.tif

*INAMI/Astro West LLC Patent Assignment*

**ASSIGNMENT OF PATENTS AND PATENT APPLICATIONS**

WHEREAS, Integrated Media Measurement, Inc., of 1510 Fashion Island Blvd., Suite 310, San Mateo CA 94404, (hereinafter referred to as "Assignor"), owns the patents and patent applications listed below:

- (1) U.S. Patent No. 7,623,823, titled "Detecting and Measuring Exposure to Media Content Items," issued on November 24, 2009, USPTO assignment recorded on May 22, 2006 on reel 017911, frame 0045;
- (2) U.S. Patent Application No. 11/359,903, titled "Personal Music Preference Determination Based on Listening Behavior," filed on February 21, 2006, with USPTO assignment recorded on May 16, 2006 on reel 017891, frame 0189;
- (3) U.S. Patent Application No. 11/438,089, titled "Detecting and Tracking Advertisements", filed on May 18, 2006, USPTO assignment recorded on October 4, 2006 on reel 018348, frame 0117;
- (4) U.S. Patent Application No. 12/478,502, titled "Measuring Exposure To Media Across Multiple Media Delivery Mechanisms", filed on June 4, 2009, USPTO assignment recorded on June 4, 2009 on reel 022784, frame 0068;
- (5) U.S. Patent Application No. 12/481,369, titled "Measuring Exposure To Media", filed on June 9, 2009, USPTO assignment recorded on August 24, 2009 on reel 023139, frame 0163;
- (6) U.S. Patent Application No. 12/576,184, titled "Detecting and Measuring Exposure to Media Content Items", filed on October 8, 2009, USPTO assignment recorded on October 8, 2009 on reel 023349, frame 0490; and
- (7) U.S. Patent Application No. 12/618,950, titled "Determining Relative Effectiveness of Media Content Items", filed on November 16, 2009, USPTO assignment recorded on November 16, 2009 on reel 023521, frame 0556, and

WHEREAS, Astro West LLC, of 9705 Patuxent Woods Drive, Columbia MD 21046 (hereinafter referred to as "Assignee"), is desirous of acquiring the entire domestic and foreign right, title, and interest in the patents and patent applications.

*MMMAssco West LLC Patent Assignment*

NOW, THEREFORE, for good and valuable considerations, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns and transfers to the Assignee and the Assignee's legal representatives, successors and assigns the full and exclusive rights in and to the patents and patent applications in the U.S. and the entire right, title, and interest in and to the patents and patent applications and other such applications (e.g., provisional applications, non-provisional applications, continuations, continuations-in-part, divisionals, reissues, reexaminations, National phase applications, including petty patent applications, and utility model applications) that may be filed in the United States, and the patents, extensions, continuations, continuations-in-part or derivations thereof that may issue thereon, and we do hereby authorize and request the Commissioner of Patents to issue U.S. patents to the above-mentioned Assignee agreeably with the terms of this assignment document.

**UPON SAID CONSIDERATION**, Assignor conveys to the Assignee the right to make applications in its own behalf for protection of the invention in the U.S. and to claim under the Patent Cooperation Treaty, the International Convention and/or other international arrangement for any such application the date of the U.S. application (or any other application on the invention) to gain priority with respect to other applications.

**ASSIGNOR DOES HEREBY COVENANT** and agree with the Assignee that it will not execute any writing or do any act whatsoever conflicting with the terms of this assignment document set forth herein, and that Assignor will at any time upon request, without further or additional consideration, but at the expense of the Assignee, execute such additional assignments and other writings and do such additional acts as the Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this assignment, and render all necessary assistance in making application for and obtaining original, continuation, continuation-in-part, divisional, reissued, reexamined, and National phase patents of the U.S., and in enforcing any rights or choses in action accruing as a result of such applications or patents, and by executing statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of all parties hereto.

IMM/Asiro West LLC Patent Assignment

IN WITNESS WHEREOF, Assignor has caused one of its officers to hereunder set his hand on the date shown below.

Date 10/25/2011

[Signature]  
Signature of Authorized Officer

William J. McKenna

Typed or Printed Name of Authorized Officer

[Signature]  
Title of Authorized Officer  
Assistant General Counsel

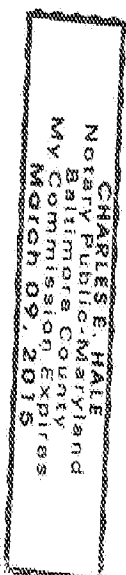
STATE OF Maryland )  
COUNTY OF Baltimore ) SS:

On this 25 day of October, 2011, before me, a Notary Public in and for said county, appeared \_\_\_\_\_, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.

[Signature]  
Notary Public

My Commission Expires: 3/07/15

{SEAL}



PATENT

REEL: 027116 FRAME: 0551

RECORDED: 10/25/2011