

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TNC (US) Holdings, Inc.	09/30/2009
RECEIVING PARTY DATA	
Name:	The Nielsen Company (US), LLC
Street Address:	150 North Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60173
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13222969
CORRESPONDENCE DATA	
Fax Number:	(312)580-9696
Email:	cpahnke@hfzlaw.com
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Correspondent Name:	Hanley, Flight & Zimmerman, LLC
Address Line 1:	150 S. Wacker Dr, Suite 2100
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	20004/403US02
NAME OF SUBMITTER:	Chad A. Pahnke
Total Attachments: 3 source=403 Third Assignment#page1.tif source=403 Third Assignment#page2.tif source=403 Third Assignment#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 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 30th day of September 2009.

TNC (US) Holdings, Inc.

By:

Gene Potkay

Senior Vice President, Intellectual Property

State of New Jersey

County of Morris

On this 30th day of September, 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.

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

Notary Public:

Ruben D. Camacho, Jr.

My Commission Expires:

October 28, 2013

RUBEN D. CAMACHO, JR.
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES OCTOBER 28, 2013

Exhibit A

Patent/Application Serial Number	Issue/Filing Date	Title	Attorney Docket Number
11/852,049	09/07/2007	VARIABLE ENCODING AND DETECTION APPARATUS AND METHODS	20004/239-US
11/951,864	12/05/2007	METHODS AND APPARATUS FOR COLLECTING MEDIA CONSUMPTION DATA BASED ON USAGE INFORMATION	20004/243-US
11/916,428	12/03/2007	METHODS AND APPARATUS TO DETECT A TIME-SHIFT EVENT ASSOCIATED WITH THE PRESENTATION OF MEDIA CONTENT	20004/262-US
11/668,931	01/30/2007	METHODS AND APPARATUS FOR IMPROVING THE ACCURACY AND REACH OF ELECTRONIC MEDIA EXPOSURE MEASUREMENT SYSTEM	20004/294US-2
12/117,181	5/8/2008	METHODS AND APPARATUS FOR IMPROVING THE ACCURACY AND REACH OF ELECTRONIC MEDIA EXPOSURE MEASUREMENT SYSTEMS	20004/294US-2A
11/668,871	1/30/2007	METHODS AND APPARATUS FOR IMPROVING THE ACCURACY AND REACH OF ELECTRONIC MEDIA EXPOSURE MEASUREMENT SYSTEMS	20004/294-US-3
11/854,982	09/13/2007	COMPRESSED DOMAIN ENCODING APPARATUS AND METHODS FOR USE WITH MEDIA SIGNALS	20004/300-US
11/968,991	01/03/2008	DIGITAL RIGHTS MANAGEMENT SYSTEMS AND METHODS FOR AUDIENCE MEASUREMENT	20004/301-US
12/030,722	02/13/2008	METHODS AND APPARATUS TO REACH THROUGH TO BUSINESS LOGIC SERVICES	20004/336-US
11/713,952	02/28/2007	METHODS AND SYSTEMS TO METER POINT-OF-PURCHASE CONDUCT WITH A WIRELESS COMMUNICATIONS DEVICE EQUIPPED WITH A CAMERA	20004/339-US
11/966,414	12/28/2007	SYSTEMS AND METHODS TO PRE-SCALE MEDIA CONTENT TO FACILITATE AUDIENCE MEASUREMENT	20004/342-US
12/181,911	07/29/2008	METHODS AND APPARATUS FOR AUDIENCE MEASUREMENT USING GLOBAL SIGNATURE REPRESENTATION AND MATCHING	20004/353-US
12/204,297	09/04/2008	METHODS AND APPARATUS TO MONITOR ADVERTISEMENT EXPOSURE	20004/359-US
12/341,854	12/22/2008	SYSTEMS AND METHODS FOR CONSUMER PRICE INDEX DETERMINATION USING PANEL-BASED AND POINT-OF-SALE MARKET RESEARCH DATA	20004/370-US
12/100,953	04/10/2008	METHODS AND APPARATUS TO MODEL SET-TOP BOX DATA	20004/371-US
12/048,131	05/13/2008	METHODS AND APPARATUS TO CREATE A MEDIA MEASUREMENT REFERENCE DATABASE FROM A PLURALITY OF DISTRIBUTED SOURCES	20004/379-US
12/164,842	06/30/2008	METHODS AND APPARATUS TO DETERMINE BOARD EXPOSURE LEVELS	20004/384
12/101,738	04/11/2008	METHODS AND APPARATUS TO GENERATE AND USE CONTENT-AWARE WATERMARKS	20004/387-US
12/550,223	01/07/2009	METHODS AND APPARATUS TO MONITOR, VERIFY, AND RATE THE PERFORMANCE OF AIRINGS OF COMMERCIALS	20004/388-US
12/101,033	04/10/2008	METHODS AND APPARATUS FOR AUDITING SIGNAGE	20004/394-US
12/100,264	04/09/2008	METHODS AND APPARATUS TO PLAY AND CONTROL PLAYING OF MEDIA CONTENT IN A WEB PAGE	20004/395-US

Patent/Application Serial Number	Issue/Filing Date	Title	Attorney Docket Number
12/181,841	07/29/2008	METHODS AND APPARATUS FOR NONINTRUSIVE MONITORING OF WEB BROWSER USAGE	20004/396-US
12/121,534	05/15/2008	SYSTEM AND METHODS FOR METERING AND ANALYZING ENERGY CONSUMPTION OF EVENTS WITHIN A PORTABLE DEVICE	20004/403
12/142,037	06/19/2008	METHODS AND APPARATUS TO RESPOND TO CALLS	20187/CONS-1
12/119,245	05/12/2008	METHODS AND APPARATUS TO PROVIDE A CHOICE SELECTION WITH DATA PRESENTATION	20004/TMS-1
12/164,819	06/30/2008	METHODS AND APPARATUS TO MONITOR SHOPPERS IN A RETAIL ENVIRONMENT	20187/In-StoreE
12/048,782	03/14/2008	METHODS AND APPARATUS TO IMPROVE MARKET LAUNCH PERFORMANCE	20187/In-StoreE
12/434,294	05/01/2009	METHODS AND SYSTEMS TO FACILITATE ETHNOGRAPHIC MEASUREMENTS	20186/NTRENDUSUS
12/148,769	04/22/2008	METHODS AND APPARATUS TO MONITOR AUDIENCE EXPOSURE TO MEDIA USING DURATION-BASED DATA	20004/placebas1
11/445,069	5/31/2006	A METHOD AND SYSTEM FOR MEASURING MARKET-SHARE FOR AN ENTIRE TELECOMMUNICATION MARKET	20185/TELEP001
11/486,498	7/14/2006	A METHOD AND SYSTEM FOR MEASURING MARKET INFORMATION FOR WIRELESS TELECOMMUNICATION DEVICES	20185/TELEP002
12/140,896	6/17/2008	METHODS AND APPARATUS TO ANALYZE COMMUNICATION SERVER TRANSCHEVERS	20185/TELEP030
6,751,295	06/15/2004	METHOD AND APPARATUS FOR MEASURING COMMUNICATION MARKET STATISTICS	20185/TELEP200