

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Marc A. Todd	12/08/2011
RECEIVING PARTY DATA	
Name:	Ineoquest Technologies, Inc.
Street Address:	740 Forbes Blvd.
City:	Mansfield
State/Country:	MASSACHUSETTS
Postal Code:	02048
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12608764
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ATTORNEY DOCKET NUMBER:	079487.00012
NAME OF SUBMITTER:	Anthony W. Sutton
Total Attachments: 2 source=Assignment_US12608764#page1.tif source=Assignment_US12608764#page2.tif	

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REEL: 027378 FRAME: 0877

ASSIGNMENT OF PATENT RIGHTS

For valuable consideration, I, Marc A. Todd, of Foxboro, MA, hereby assign to Ineoquest Technologies, Inc., a Delaware corporation having a principal place of business at: 170 Forbes Blvd., Mansfield, MA 02048 and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by me this day, entitled ADVERTISING METRICS SYSTEM AND METHOD filed on 29 October 2009 at the United States Patent and Trademark Office, under U.S. Application Serial No. 12/608,764; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and I authorize the Assignee to apply in all countries in my name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and I agree for myself and my respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Inventor's Signature: 
MARC A. TODD

Date: December 8, 2011

Witnessed By: 
Signature

DIANA C. VAN ETEN
Type/Print Name

Date: December 8, 2011