

## PATENT ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
The Nielsen Company	12/20/2011
RECEIVING PARTY DATA	
Name:	comScore, Inc.
Street Address:	11950 Democracy Drive
Internal Address:	Suite 600
City:	Reston
State/Country:	VIRGINIA
Postal Code:	20190
PROPERTY NUMBERS Total: 26	
Property Type	Number
Patent Number:	6327619
Patent Number:	6418470
Patent Number:	7376722
Application Number:	12100685
Patent Number:	7953791
Patent Number:	7953839
Application Number:	13098358
Application Number:	13329199
Patent Number:	6108637
Patent Number:	7386473
Patent Number:	7716326
Patent Number:	7590568
Application Number:	11618233
Patent Number:	7613635

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Patent Number:	7756974
Patent Number:	7644156
Patent Number:	7653724
Patent Number:	7720964
Patent Number:	7650407
Patent Number:	7720963
Application Number:	11618072
Application Number:	12849420
Patent Number:	5675510
Patent Number:	6115680
Application Number:	09616317
Application Number:	10037174

#### CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:

COMSCORE PATENTS/APPLNS

NAME OF SUBMITTER:

William Brogan

Total Attachments: 8

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## PATENT ASSIGNMENT

THIS PATENT ASSIGNMENT (this "*Assignment*") dated as of 20<sup>th</sup> of December, 2011 (the "*Effective Date*"), is made by The Nielsen Company, a Delaware corporation ("*Assignor*"), to and for the benefit of comScore, Inc., a Delaware corporation ("*Assignee*").

WHEREAS, Assignee and Assignor are parties to a Patent Purchase, License and Settlement Agreement dated as of 20<sup>th</sup> of December, 2011 (the "*Agreement*"), pursuant to which Assignor has agreed to sell, assign and transfer to Assignee and Assignee has agreed to purchase and take the assignment from Assignor, those United States and foreign patents and patent applications listed on Exhibit A hereto (collectively, the "*Acquired Patents*") subject to the terms, conditions and reservations set forth in the Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignor, for and in exchange for the consideration recited in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Acquired Patents, subject to the terms, conditions and reservations set forth in the Agreement.

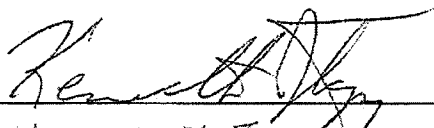
2. This Assignment may be executed in one or more counterparts, each of which shall be deemed to be an original, and all of which together shall constitute one and the same instrument.

3. Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Patent Assignment shall be governed by and construed in accordance with the laws of the State of Delaware, without giving effect to the principles of conflicts of laws thereof.

<Signature pages follow.>

IN WITNESS WHEREOF, each of Assignor and Assignee has caused its duly authorized officer to execute this Patent Assignment as of the date first above written.

COMSCORE INC.

By:   
Name: Kenneth J. Tarpey  
Title: CFO

THE NIELSEN COMPANY (US) LLC

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

STATE OF )  
                  ) SS:  
COUNTY OF )

On this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ before me \_\_\_\_\_, known to me to be \_\_\_\_\_ of The Nielsen Company (US) LLC, who acknowledged that he/she signed this instrument as a free act on behalf of The Nielsen Company (US) LLC.

\_\_\_\_\_  
Notary Public:  
My commission expires:

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Exhibit A

Acquired Patents

NIELSEN US 6,418,470

ID	Country	App No.	Patent No.	Appl. Type	App Title	Status	Appl. Date	Grant Date
81024699	US	09/111,963	6,327,619	Priority	METERING OF INTERNET CONTENT USING A CONTROL	Granted	08 Jul 1998	04 Dec 2001
81025914	US	09/791,268	6,418,470	Continuation	METERING OF INTERNET CONTENT USING A CONTROL	Granted	22 Feb 2001	09 Jul 2002
81024700	Canada	2,272,506	2,272,506	Secondary	METERING OF INTERNET CONTENT USING A CONTROL	Granted	19 May 1999	17 Feb 2009

**NIELSEN US 7,376,722**

ID	Country	App No.	Patent No.	Appl. Type	App Title	Status	Appl. Date	Grant Date
81025283	US	09/763,338	7,376,722	Designated PCT	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Granted	07 Aug 2000	20 May 2008
81025285	US	12/100,685		Continuation	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Abandoned	10 Apr 2008	
81025282	US	12/100,698	7,953,791	Divisional	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Granted	10 Apr 2008	31 May 2011
81054855	US	12/780,890	7,953,839	Continuation	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Granted	15 May 2010	31 May 2011
81080416	US	13/098,358		Continuation	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Issue Fee Paid	29 Apr 2011	
81025277	Australia	PQ 206399			NETWORK USER MEASUREMENT SYSTEM AND METHOD	Expired	06 Aug 1999	
81025284	Australia	200062543	781008	Divisional	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Granted	07 Aug 2000	28 Apr 2005
81025279	EP	00949006.1		Designated PCT	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Published	07 Aug 2000	
81077187	EP	10012280.3-1244		Divisional	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Published	07 Aug 2000	
81025280	Japan	2001-516087	4799788	Designated PCT	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Granted	07 Aug 2000	26 Oct 2011
81077132	Japan	2010-234049		Divisional	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Published	18 Oct 2010	
81025281	New Zealand	NZ 517638	517638	Designated PCT	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Granted	07 Aug 2000	
81025278	PCT	AU00/00937		PCT Application	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Lapsed	07 Aug 2000	
	US	13/329,199		Continuation	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD	Filed	16 Dec 2011	

**NIELSEN US 7,386,473 - US 7,613,635**

ID	Country	App No.	Patent No.	Appl. Type	App Title	Status	Appl. Date	Grant Date
81025615	US	08/707,279	6,108,637	Priority	CONTENT DISPLAY MONITOR	Granted	03 Sep 1996	22 Aug 2000
81026020	US	09/490,495	7,386,473	Secondary	CONTENT DISPLAY MONITOR	Granted	25 Jan 2000	10 Jun 2008
81026027	US	11/618,055	7,716,326	Divisional	CONTENT DISPLAY MONITOR	Granted	29 Dec 2006	11 May 2010
81026031	US	11/618,251	7,590,568	Divisional	CONTENT DISPLAY MONITOR	Granted	29 Dec 2006	15 Sep 2009
81026036	US	11/618,233		Divisional	CONTENT DISPLAY MONITOR	Rejected	29 Dec 2006	
81026037	US	11/618,213	7,613,635	Divisional	CONTENT DISPLAY MONITOR	Granted	29 Dec 2006	03 Nov 2009
81026038	US	11/618,193	7,756,974	Continuation	CONTENT DISPLAY MONITOR	Granted	29 Dec 2006	13 Jul 2010
81026039	US	11/618,176	7,644,156	Continuation	CONTENT DISPLAY MONITOR	Granted	29 Dec 2006	05 Jan 2010
81026040	US	11/618,144	7,653,724	Continuation	CONTENT DISPLAY MONITOR	Granted	29 Dec 2006	26 Jan 2010
81026041	US	11/618,118	7,720,964	Continuation	CONTENT DISPLAY MONITOR	Granted	29 Dec 2006	18 May 2010
81026042	US	11/618,102	7,650,407	Continuation	CONTENT DISPLAY MONITOR	Granted	29 Dec 2006	19 Jan 2010
81026097	US	11/618,086	7,720,963	Continuation	CONTENT DISPLAY MONITOR	Granted	29 Dec 2006	18 May 2010
81026043	US	11/618,072		Continuation	CONTENT DISPLAY MONITOR	Abandoned	29 Dec 2006	
81076282	US	12/849,420		Continuation	CONTENT DISPLAY MONITOR	Published	03 Aug 2010	
81025989	Australia	42437/97	735285	Designated PCT	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	05 Jul 2001
81025997	Belgium	97940719.4	0 870 234	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
81025990	Canada	2246746		Designated PCT	CONTENT DISPLAY MONITOR	Abandoned	29 Aug 1997	
81025991	China	97191556.3	CN 1174316C	Designated PCT	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	03 Nov 2004
81026017	China	200410033715.3	CN 100380341	Divisional	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	09 Apr 2008
81026021	China	200410033713.4	CN 1306410	Divisional	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	21 Mar 2007
81026025	China	200610094354.2	CN 100507868	Designated PCT	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	01 Jul 2009
81025998	Denmark	97940719.4	0 870 234	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
81025992	EP	97940719.4	0870234	Designated PCT	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
81026014	EP	20010106943			CONTENT TRANSFERRING SYSTEM	Abandoned	29 Aug 1997	
81026019	EP	20010123166			CONTENT TRANSFERRING METHOD	Abandoned	29 Aug 1997	
81025999	Finland	97940719.4	0 870 234	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003



81026000	France	97940719.4	0870234	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
81026001	Germany	97940719.4	DE69720186	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
81025993	Hong Kong	99102791.9	1018327	Designated PCT	CONTENT DISPLAY MONITOR	Granted	02 Jul 1999	28 Oct 2005
81026018	Hong Kong	05103917.9	1071215	Divisional	CONTENT DISPLAY MONITOR	Granted	10 May 2005	30 Apr 2009
81026022	Hong Kong	051039160.0	1071214	Designated PCT	CONTENT DISPLAY MONITOR	Granted	10 May 2005	08 Jun 2007
81026028	Hong Kong	071027812	1097615	Designated PCT	CONTENT DISPLAY MONITOR	Granted	15 Mar 2007	11 Sep 2009
81026002	Ireland	97940719.4	0 870 234	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
81026003	Italy	97940719.4	0870234	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
	Liechtenstein	97940719.4	0870234	Designated EP	CONTENT DISPLAY MONITOR	Published	29 Aug 1997	
81026004	Spain	97940719.4	ES2195170	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
81026005	Sweden	97940719.4	0 870 234	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
81026006	Switzerland	97940719.4	0870234	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
81026007	UK	97940719.4	0 870 234	Designated EP	CONTENT DISPLAY MONITOR	Granted	29 Aug 1997	26 Mar 2003
81025621	PCT	US97/15353		PCT Application	CONTENT DISPLAY MONITOR	Lapsed	29 Aug 1997	

**NIELSEN US 6,115,680**

ID	Country	App No.	Patent No.	Appl. Type	App Title	Status	Appl. Date	Grant Date
81025665	US	08/474,082	5,675,510	Priority	COMPUTER USE METER AND ANALYZER	Granted	07 Jun 1995	07 Oct 1997
81025930	US	08/973,173	6,115,680	Designated PCT	COMPUTER USE METER AND ANALYZER	Granted	07 Jun 1995	05 Sep 2000
81026023	US	09/616,317		Continuation	COMPUTER USE METER AND ANALYZER	Abandoned	19 May 2000	
81026026	US	10/037,174		Continuation	COMPUTER USE METER AND ANALYZER	Abandoned	29 Oct 2001	
81025691	Australia	199662739	701,813	Designated PCT	COMPUTER USE METER AND ANALYZER	Granted	07 Jun 1996	04 Feb 1999
81025692	Brazil	PI9609217.3		Designated PCT	COMPUTER USE METER AND ANALYZER	Final Rej	07 Jun 1996	
81025693	Canada	2,223,919	2,223,919	Designated PCT	COMPUTER USE METER AND ANALYZER	Granted	07 Jun 1996	09 Jul 2002
81025695	Germany	0921533		Designated PCT	COMPUTER USE METER AND ANALYZER	Published	07 Jun 1996	
81025969	EP	07005982.9		Divisional	COMPUTER USE METER AND ANALYZER	Published	07 Jun 1996	
81077125	EP	10012282.9		Divisional	COMPUTER USE METER AND ANALYZER	Published	07 Jun 1996	
81025694	EP	96921533			COMPUTER USE METER AND ANALYZER	Abandoned	07 Jun 1996	
81025696	Japan	502197/97	3317705	Designated PCT	COMPUTER USE METER AND ANALYZER	Granted	07 Jun 1996	26 Aug 2002
81025697	Mexico	PA/a/1997/979752	193,614	Designated PCT	COMPUTER USE METER AND ANALYZER	Granted	05 Dec 1997	07 Oct 1999
81025698	Norway	975728			Måler og analysator for datamaskinbenyttelse	Abandoned	05 Dec 1997	
81025666	PCT	US96/10091			COMPUTER USE METER AND ANALYZER	Lapsed	07 June 1996	

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