

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Eduard Zaslavsky</td> <td>07/02/2012</td> </tr> <tr> <td>Arthur Vaysman</td> <td>07/05/2012</td> </tr> <tr> <td>Michael Kouts</td> <td>07/18/2012</td> </tr> </tbody> </table>		Name	Execution Date	Eduard Zaslavsky	07/02/2012	Arthur Vaysman	07/05/2012	Michael Kouts	07/18/2012		
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<table border="1"> <tr> <td>Name:</td> <td>Webtuner Corp.</td> </tr> <tr> <td>Street Address:</td> <td>11121 Wilows Road, NE</td> </tr> <tr> <td>City:</td> <td>Redmond</td> </tr> <tr> <td>State/Country:</td> <td>WASHINGTON</td> </tr> <tr> <td>Postal Code:</td> <td>98052</td> </tr> </table>		Name:	Webtuner Corp.	Street Address:	11121 Wilows Road, NE	City:	Redmond	State/Country:	WASHINGTON	Postal Code:	98052
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PROPERTY NUMBERS Total: 3											
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Application Number:	13479608										
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Application Number:	61489422										
CORRESPONDENCE DATA											
Fax Number:	(888)570-7381										
Phone:	202-570-7377										
Email:	mail@remenicklaw.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:	REMENICK PLLC										
Address Line 1:	1025 THOMAS JEFFERSON STREET, NW										
Address Line 2:	Suite 175										
Address Line 4:	WASHINGTON, DISTRICT OF COLUMBIA 20007										
ATTORNEY DOCKET NUMBER:	3027.017.US										

NAME OF SUBMITTER:

Michelle Safo Smith

Total Attachments: 5

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ASSIGNMENT

WHEREAS, we, Eduard Zaslavsky, residing at 2120 NW Coyote Creek Lane, Issaquah, WA 98027, Arthur Vaysman, residing at 2196 Heather Brook Court, San Jose, CA 95138, and Michael Kouts residing at 42 Rameau Drive, Toronto, ON M2H 1T4, Canada (hereinafter collectively the "ASSIGNOR"); have created certain new and useful improvements entitled:

SYSTEM AND METHOD TO INCREASE EFFICIENCY AND SPEED OF ANALYTICS REPORT GENERATION IN AUDIENCE MEASUREMENT SYSTEMS

described in U.S. Application No. 13/479608 filed May 24, 2012, U.S. Provisional Application No. 61/489422 filed May 24, 2011, and PCT Application No. PCT/US12/39280 filed May 24, 2012, and any and all international, regional and national stage applications corresponding thereto (hereinafter collectively the "Improvements").

AND, WHEREAS, WebTuner Corp., a company having a place of business located at 11121 Wilows Road, NE, Redmond, WA 98052 (hereinafter "ASSIGNEE"), is desirous of acquiring all rights to the Improvements including all patents and patent applications thereto;

NOW, THEREFORE, in view of ten U.S. dollars (US\$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, its entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said Improvements including said United States patent application(s), any other United States patent application(s), including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications, based in whole or in part on said United States patent application or in whole or in part on said Improvements, any foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid United States applications or in whole or in part on said Improvements, in and to any and all letters patent, including extensions thereof, of any country which have been or may be granted on any of the aforesaid applications or on said Improvements or any part(s) thereof, and in and to any right to claim priority to any of the aforesaid patents and/or patent applications;

AND ASSIGNOR hereby authorize and requests its agents, Remenick PLLC, whose address is 1025 Thomas Jefferson St., Suite 175, Washington, DC 20007, to make any typographical or grammatical corrections hereto and to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of said application when known.

AND ASSIGNOR hereby agrees for itself and for each of their heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced application or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, extensions or

interference proceedings, or other applications for patents of any region or country, that may be necessary to secure to ASSIGNEE its interest and title in and to said Improvements or any part(s) thereof, and in and to said several patents or any of them;

AND ASSIGNOR hereby covenants for itself and its legal representatives, and agrees with said ASSIGNEE, its successors and assigns, that it has granted no right or license to make, use, sell or offer to sell said Improvements, to anyone except said ASSIGNEE, that prior to the execution of this deed, its rights, title and interest in said Improvements had not been otherwise encumbered, and that ASSIGNOR has not and will not execute any instrument in conflict therewith;

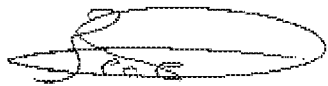
AND ASSIGNOR does hereby authorize and request the United States Commissioner for Patents to issue any and all letters patent which may be granted upon said United States applications, or upon said Improvements or any part(s) thereof when granted, to said ASSIGNEE.

IN WITNESS WHEREOF, each of said ASSIGNORS have hereunto set their hands and seals.

FOR ASSIGNOR: The Named Inventors

EDUARD ZASLAVSKY

7.2. 2012
Date



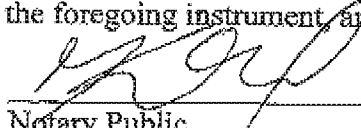
Eduard Zaslavsky

County of King)
State of Washington) ss:

On this 2nd day of July, 2012, before me a Notary Public in and for the County and State aforesaid, personally appeared Eduard Zaslavsky, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL)





Notary Public
My Commission Expires 01/14/2015

ARTHUR VAYSMAN

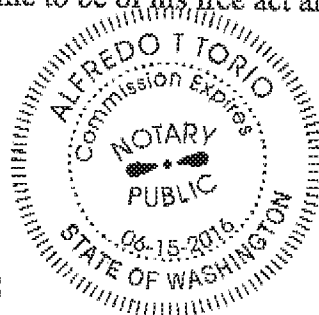
7/5/12
Date

Arthur Vaysman
Arthur Vaysman

County of KING)
State of WASHINGTON) ss:

On this 5th day of JULY, 2012, before me a Notary Public in and for the County and State aforesaid, personally appeared Arthur Vaysman, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL)



Alfredo I. Torio
Notary Public
My Commission Expires JUNE 15, 2016

MICHAEL KOUTS

Date

Michael Kouts

County of _____)
Provence of _____) ss:

On this _____ day of _____, 2011, before me a Notary Public in and for the County and Provence aforesaid, personally appeared Michael Kouts, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL)

Notary Public
My Commission Expires _____

Witness _____

Witness _____

FOR ASSIGNEE: WEBTUNER CORP.

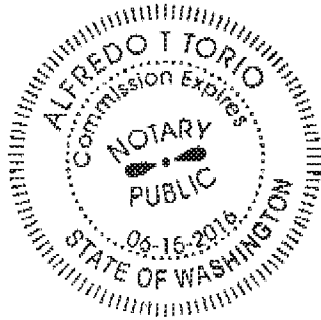
5 July 2012
Date

By: Bernie D. L. Stram
Name: Bernie D. L. Stram
Title: CEO

County of KING)
State of WASHINGTON) ss:

On this 5th day of JULY, 2012, before me a Notary Public in and for the County and State aforesaid, personally appeared BERNIE D. L. STRAM, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL)



[Signature]
Notary Public
My Commission Expires JUNE 15, 2016

ARTHUR VAYSMAN

Date

Arthur Vaysman

County of

State of

ss:

On this _____ day of _____, 2011, before me a Notary Public in and for the County and State aforesaid, personally appeared Arthur Vaysman, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL)

Notary Public

My Commission Expires _____

MICHAEL KOUTS

July 18th 2012

Date

Michael Kouts

City

County of Toronto

Province of Ontario, Canada

ss:

On this 18th day of July, 2012, before me a Notary Public in and for the County and Province aforesaid, personally appeared Michael Kouts, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed. Provided that his licence # K 6837-54406-10921.

(SEAL)

Donna Guidolin

Notary Public

Notary Public

My Commission Expires Permanent

Witness

JANE HARVEY ASSOCIATES
1800 Sheppard Avenue East
Suite 2103, P.O. Box 211
Toronto, Ontario M2J 5A7

Witness