

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

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>Anantha Pradeep</td> <td>06/06/2012</td> </tr> <tr> <td>Robert T. Knight</td> <td>06/06/2012</td> </tr> <tr> <td>Ramachandran Gurumoorthy</td> <td>06/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Anantha Pradeep	06/06/2012	Robert T. Knight	06/06/2012	Ramachandran Gurumoorthy	06/06/2012		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>The Nielsen Company (US), LLC, a Delaware Limited Liability Company</td> </tr> <tr> <td>Street Address:</td> <td>150 North Martingale Road</td> </tr> <tr> <td>City:</td> <td>Schaumburg</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60173</td> </tr> </table>		Name:	The Nielsen Company (US), LLC, a Delaware Limited Liability Company	Street Address:	150 North Martingale Road	City:	Schaumburg	State/Country:	ILLINOIS	Postal Code:	60173
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PROPERTY NUMBERS Total: 1											
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Application Number:	13444149										
CORRESPONDENCE DATA											
Fax Number:	(312)580-9696										
Phone:	312-580-1020										
Email:	ssalmon@hfzlaw.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:	Scott D. Salmon										
Address Line 1:	150 S. Wacker Drive										
Address Line 2:	Suite 2100										
Address Line 4:	Chicago, ILLINOIS 60606										
ATTORNEY DOCKET NUMBER:	20225/036C1										
NAME OF SUBMITTER:	Scott D. Salmon										
Total Attachments: 4 source=036C1_Assignment_x_FINAL#page1.tif source=036C1_Assignment_x_FINAL#page2.tif source=036C1_Assignment_x_FINAL#page3.tif source=036C1_Assignment_x_FINAL#page4.tif											

OP \$40.00 13444149

## **A S S I G N M E N T**

Serial No: **13/444,149**  
Filed: **April 11, 2012**  
Title: **INTRACLUSTER CONTENT MANAGEMENT USING NEURO-RESPONSE PRIMING DATA**

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to THE NIELSEN COMPANY (US), LLC, a Delaware Limited Liability Company, having a place of business at 150 North Martingale Road, Schaumburg, IL 60173 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States (which may be a Patent Cooperation Treaty international application designating the United States) and in said application and any and all other applications, United States, international and/or 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/or 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.

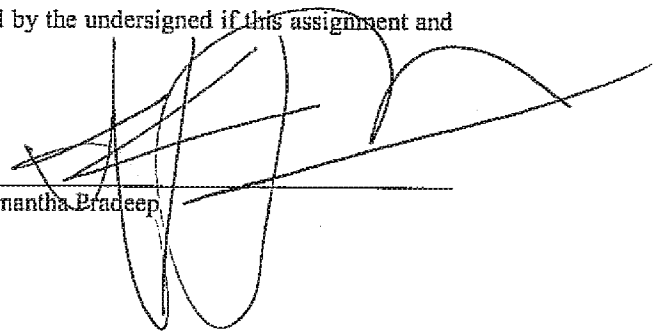
The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of any such application(s) when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all international, divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing

to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

Dated this 6 day of June, 2012

  
Anantha Pradeep

State of California  
County of Alameda

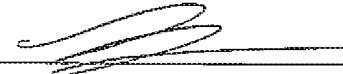
On this 6 day of June, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared Anantha Pradeep, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

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

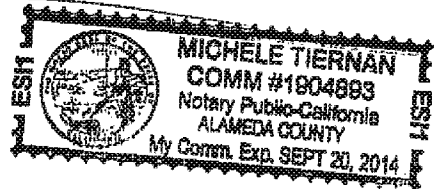
My Commission Expires:

9/20/2014

Notary Public:



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Dated this 6<sup>th</sup> day of June, 2012

Robert T. Knight  
Robert T. Knight

State of California  
County of Alameda

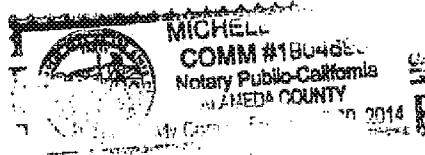
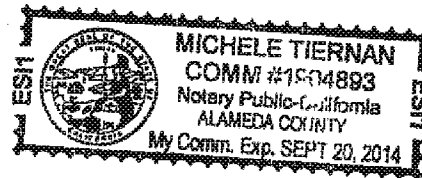
On this 6<sup>th</sup> day of June, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared Robert T. Knight, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

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

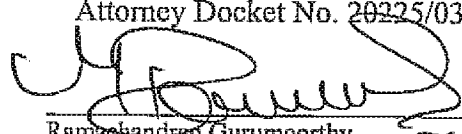
My Commission Expires: 9/20/2014

Notary Public: [Signature]

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Dated this 6 day of June, 2012

  
\_\_\_\_\_  
Ramachandran Gurumoorthy

State of California  
County of Alameda

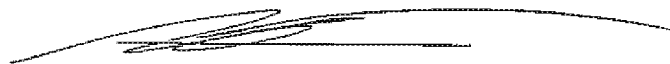
On this 6 day of June, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared Ramachandran Gurumoorthy, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

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

My Commission Expires:

Sept 20 2014

Notary Public:



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