

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
William K. Krug	07/31/2012
RECEIVING PARTY DATA	
Name:	Arbitron Inc.
Street Address:	9705 Patuxent Woods Drive
City:	Columbia
State/Country:	MARYLAND
Postal Code:	21046-1572
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12425504
CORRESPONDENCE DATA	
Fax Number:	3127595646
Phone:	3123571313
Email:	maburto@btlaw.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:	BARNES & THORNBURG LLP
Address Line 1:	P.O. Box 2786
Address Line 4:	Chicago, ILLINOIS 60690-2786
ATTORNEY DOCKET NUMBER:	52579-113365
NAME OF SUBMITTER:	Peter Zura
Total Attachments: 2 source=113365-P0252A-Assignment#page1.tif source=113365-P0252A-Assignment#page2.tif	

CH \$40.00 12425504

U.S. NATIONAL / INTERNATIONAL PCT APPLICATION  
ASSIGNMENT TO BUSINESS CONCERN

Attorney Docket No.: 52579-113365

Client Reference: P0252A

ASSIGNMENT

For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged,

Name(s) of Inventor(s); Conveying Party(ies)

~~William K. Krug 145 North Halifax Avenue, #702, Daytona Beach, FL 32118~~

67 NICHOLAS CT  
ORMOND BEACH, FL 32176

maker(s) of an invention which is the subject of:

(Check applicable boxes and enter serial number and date if available)

- a ☐ United States Provisional Application identified by Application No. \_\_\_\_\_ and filing date \_\_\_\_\_; and/or  
a ☒ United States Non-Provisional Application identified by Application No. 12/425,504 and filing date 4-17-  
2009; and/or  
a ☐ PCT International Application, identified by Application No. \_\_\_\_\_ and filing date \_\_\_\_\_, and entitled:

Title of Application

SYSTEM AND METHOD FOR DETERMINING BROADCAST DIMENSIONALITY

hereinafter (the "Application(s)")

Barnes & Thornburg LLP, P.O. Box 2786, Chicago, Illinois 60690-2786 is authorized to insert in parentheses (Application number \_\_\_\_\_, filed \_\_\_\_\_) the filing date and application number of said application when known.

the undersigned hereby sell(s), assign(s), and set(s) over to:

Name of Assignee(s); Receiving Party(ies);

ARBITRON INC.

9705 Patuxent Woods Drive

Columbia, MD 21046-1572

Insert State of Incorporation (if applicable) or "Not Applicable"

a corporation of Delaware

(hereinafter designated as the Assignee) their entire right, title and interest in, to and under the Application(s) throughout the world, including all priority rights for the United States and other countries arising therefrom, all inventions therein disclosed, and any and all Letters Patent of the United States and of all other countries, which may be granted for such inventions, or any of them, all such inventions and all rights in such Application(s) and Letters Patent to be held and enjoyed by Assignee for its own use and enjoyment to the full end of the term or terms for which such Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by them had this assignment and sale not been made.

The undersigned agree(s) to execute all papers necessary in connection with the Application(s) in the United States and counterpart applications in foreign countries and any continuing, divisional, or reissue applications thereof, and any reexamination of any of such Applications, and also to execute separate assignments in connection with such Applications as the Assignee may deem necessary or expedient.

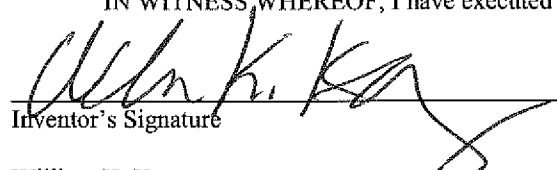
The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared or litigation concerning the Application(s), U.S. national counterparts thereof, or continuation(s), division(s), reissue(s), reexamination(s) thereof, and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference or litigation.

The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

The undersigned agree(s) to do all other acts which, in the opinion of Assignee, may be necessary or desirable to secure the grant of Letters Patent to Assignee or its nominees, in the United States and in all other countries where Assignee may desire to have such inventions, or any of them, patented, with specifications and claims in such form as shall be approved by Assignee and to vest and confirm in Assignee or its nominees the full and complete legal and equitable title to all such Letters Patent.

The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patent of the United States resulting or following from said Application(s) or any division or divisions or continuing or reissue applications thereof, and any reexamination of any of such applications, to the said Assignee, as Assignee of the entire interest, and hereby covenants that the undersigned has full right to convey the interest herein assigned, and that the undersigned has not executed, and will not execute, any agreement in conflict herewith.

IN WITNESS WHEREOF, I have executed this assignment this 31 day of July, 2012.

  
Inventor's Signature

William K. Krug  
Printed Name

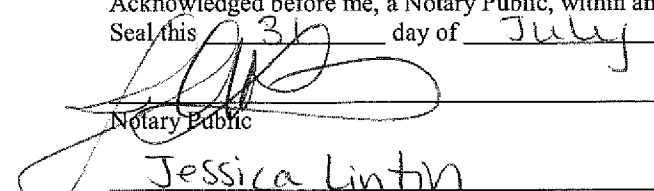
**ACKNOWLEDGMENT**

STATE OF Florida }

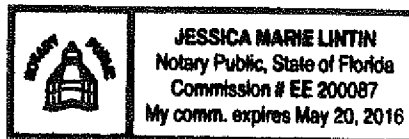
} SS:

COUNTY OF Volusia }

Acknowledged before me, a Notary Public, within and for said County and State. Witness my hand and Notarial Seal this 31 day of July, 2012.

  
Notary Public

Jessica Lintin  
Printed Name



My Commission Expires: May 20, 2016

Resident of Volusia County