

## PATENT ASSIGNMENT

Electronic Version v1.1

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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>James Dodge</td> <td>05/06/2009</td> </tr> <tr> <td>John Donmyer</td> <td>05/05/2009</td> </tr> <tr> <td>Frank Slavik</td> <td>05/18/2009</td> </tr> </tbody> </table>	Name	Execution Date	James Dodge	05/06/2009	John Donmyer	05/05/2009	Frank Slavik	05/18/2009	
Name	Execution Date								
James Dodge	05/06/2009								
John Donmyer	05/05/2009								
Frank Slavik	05/18/2009								
RECEIVING PARTY DATA									
Name:	The Nielsen Company (US), LLC								
Street Address:	150 North Martingale Road								
City:	Schaumburg								
State/Country:	ILLINOIS								
Postal Code:	60173								
PROPERTY NUMBERS Total: 1									
Property Type	Number								
Application Number:	13571575								
CORRESPONDENCE DATA									
Fax Number:	3125809696								
Email:	cgeorge@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:	Hanley, Flight & Zimmerman								
Address Line 1:	150 S WACKER DRIVE								
Address Line 2:	SUITE 2100								
Address Line 4:	CHICAGO, ILLINOIS 60606								
ATTORNEY DOCKET NUMBER:	20187/CONS4US02								
NAME OF SUBMITTER:	Christopher N. George								
Total Attachments: 4 source=CONS-4 Executed Assignment 5.18.09#page1.tif source=CONS-4 Executed Assignment 5.18.09#page2.tif source=CONS-4 Executed Assignment 5.18.09#page3.tif source=CONS-4 Executed Assignment 5.18.09#page4.tif									

OP \$40.00 13571575

## ASSIGNMENT

Serial No: 12/435,874  
Filed: May 5, 2009  
Title: "Methods and Apparatus to Determine Effects of Promotional Activity on Sales"

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, Illinois 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, and in said application and any and all other applications, both United States and 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 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 said application 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 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.

WITNESS my hand this 6th day of May 2009.

State of Illinois

County of Cook James Dodge  
James Dodge

On this 6th day of May 2009, before me, a Notary Public in and for the County and State aforesaid, appeared James Dodge, 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.

Notary Public:

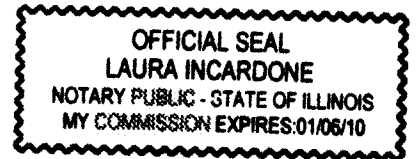
Laura Incardone

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

My Commission Expires:

01/06/10

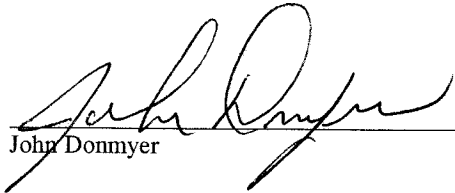
\* \* \* \* \*



WITNESS my hand this 5th day of MAY, 2009.

State of ILLINOIS

County of COOK

  
John Donmyer

On this 5th day of MAY, 2009, before me, a Notary Public in and for the County and State aforesaid, appeared John Donmyer, 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.

Notary Public:

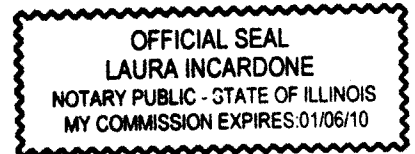


WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

01/06/10

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Atty. Docket No. 20187/CONS-4

WITNESS my hand this 18 day of May 2009

State of Minnesota

County of Hennepin

Frank J Slavik  
Frank Slavik

On this \_\_\_\_\_ day of \_\_\_\_\_, before me, a Notary Public in and for the County and State aforesaid, appeared Frank Slavik, 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.

Notary Public: \_\_\_\_\_

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

My Commission Expires: \_\_\_\_\_

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