

## 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>Arun Ramaswamy</td> <td>06/16/2006</td> </tr> <tr> <td>Daniel J. Nelson</td> <td>06/16/2006</td> </tr> <tr> <td>Venugopal Srinivasan</td> <td>06/16/2006</td> </tr> </tbody> </table>		Name	Execution Date	Arun Ramaswamy	06/16/2006	Daniel J. Nelson	06/16/2006	Venugopal Srinivasan	06/16/2006
Name	Execution Date								
Arun Ramaswamy	06/16/2006								
Daniel J. Nelson	06/16/2006								
Venugopal Srinivasan	06/16/2006								
RECEIVING PARTY DATA									
Name:	Nielsen Media Research, Inc.								
Street Address:	770 Broadway								
City:	New York								
State/Country:	NEW YORK								
Postal Code:	10003								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13459908</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13459908				
Property Type	Number								
Application Number:	13459908								
CORRESPONDENCE DATA									
Fax Number:	3125809696								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	312-580-1020								
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Correspondent Name:	Hanley, Flight & Zimmerman, LLC								
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ATTORNEY DOCKET NUMBER:	20004/82US03								
NAME OF SUBMITTER:	Daniel J. Glitto								
Total Attachments: 3 source=82A-US_assignment_executed#page1.tif source=82A-US_assignment_executed#page2.tif source=82A-US_assignment_executed#page3.tif									

OP \$40.00 13459908

## ASSIGNMENT

Serial No: 12/533,629

Filed: July 31, 2009

Title: DETECTING THE COMPOSITION OF AN AUDIENCE

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to Nielsen Media Research, Inc, a Delaware corporation, 770 Broadway, New York, New York, 10003, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an international patent application, 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 any 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 16 day of June, 2006.

State of Florida

County of Pinellas ss. Arun Ramaswamy  
Arun Ramaswamy

On this 16 day of June, 2006, before me, a Notary Public in and for the County and State aforesaid, appeared Arun Ramaswamy, 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:

Aug 3, 2007

Notary Public:

Linda J. Hayes



WITNESS my hand this 16 day of June, 2006.

State of Florida

County of Pinellas ss. Daniel J. Nelson  
Daniel J. Nelson

On this 16 day of June, 2006, before me, a Notary Public in and for the County and State aforesaid, appeared Daniel J. Nelson, 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.

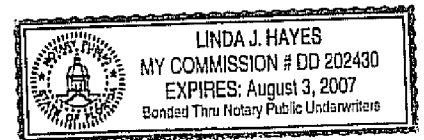
WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

Aug 3, 2007

Notary Public:

Linda J. Hayes



WITNESS my hand this 16 day of June, 2006.

State of Florida

County of Pinellas ss.

Venugopal Srinivasan  
Venugopal Srinivasan

On this 16 day of June, 2006, before me, a Notary Public in and for the County and State aforesaid, appeared Venugopal Srinivasan, 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:

Aug 3, 2007

Notary Public:

Linda J Hayes



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