

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>Arun Ramaswamy</td> <td>06/30/2008</td> </tr> <tr> <td>Bruce Hoynoski</td> <td>07/09/2008</td> </tr> </tbody> </table>		Name	Execution Date	Arun Ramaswamy	06/30/2008	Bruce Hoynoski	07/09/2008
Name	Execution Date						
Arun Ramaswamy	06/30/2008						
Bruce Hoynoski	07/09/2008						
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>13663373</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13663373		
Property Type	Number						
Application Number:	13663373						
CORRESPONDENCE DATA							
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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ATTORNEY DOCKET NUMBER:	20004/386US03						
NAME OF SUBMITTER:	Daniel J. Glitto						
<p>Total Attachments: 3</p> <p>source=Executed Assignment (Inventors to NMR)#page1.tif</p> <p>source=Executed Assignment (Inventors to NMR)#page2.tif</p> <p>source=Executed Assignment (Inventors to NMR)#page3.tif</p>							

OP \$40.00 13663373

ASSIGNMENT

Serial No: 12/164,967
Filed: June 30, 2008
Title: METHODS AND APPARATUS TO COLLECT MEDIA EXPOSURE
INFORMATION

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 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.

WITNESS my hand this 19 day of November, 2007

State of Florida

County of Pinellas

Arun Ramaswamy
Arun Ramaswamy

On this 19 day of November, 2007, 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.

Notary Public: Linda Hayes



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

My Commission Expires: 8/3/11

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Bruce Hoynoski

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared **Bruce Hoynoski**, 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: _____

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 _____ day of _____, _____.

State of _____

County of _____ Arun Ramaswamy

On this _____ day of _____, _____, 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.

Notary Public: _____

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

My Commission Expires: _____

WITNESS my hand this 19 day of November, 2007

State of Illinois

County of Cook

Bruce Hoynoski
Bruce Hoynoski

On this 19th day of November, 2007, before me, a Notary Public in and for the County and State aforesaid, appeared Bruce Hoynoski, 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: Nancy J. Stipp

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

My Commission Expires: 7/16/08

