

## PATENT ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Media Instruments S.A.	09/06/2011
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:	11955520
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ATTORNEY DOCKET NUMBER:	20004/53766US01
NAME OF SUBMITTER:	Daniel J. Glitto
Total Attachments: 2 source=MEDIA_to_TNC#page1.tif source=MEDIA_to_TNC#page2.tif	

OP \$40.00 11955520

# ASSIGNMENT

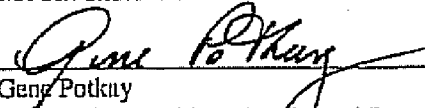
For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, Media Instruments S.A., a Corporation established under the Laws of Switzerland, having a place of business at Via Calloni 1, Lugano, Switzerland CH-6900 (hereinafter "Assignor") hereby assigns to The Nielsen 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 disclosed in the patents and/or applications for Letters Patent identified in the attached Exhibit A (which may be a Patent Cooperation Treaty international application designating the United States), and in said patents, patent applications and any and all other patent applications, United States, international and foreign, which the undersigned assignor(s) or the Assignee 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. This assignment includes all rights associated with said application including, without limitation, all patent right(s) in any and all countries and all right(s) to claim priority to and/or from said application in any and all countries. No rights whatsoever are reserved to the undersigned assignor(s) but instead all rights are hereby transferred to the Assignee. This assignment is governed by the Law of the State of Illinois, United States of America.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

WITNESS my hand this 6<sup>th</sup> day of September, 2011.

Media Instruments SA.

By:

  
Gene Potkay  
Senior Vice President, Intellectual Property

The Nielsen Company (US), LLC.

By:

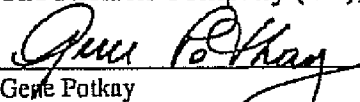
  
Gene Potkay  
Senior Vice President, Intellectual Property

EXHIBIT A

Patent Number	Country	Application Number	Application Date	Description
20004/P045650-US	US	11/955,520	12/13/2007	Audience measurement apparatus system and method for producing audience information of a media presentation
20004/P045650-EP	EP	07870455.8	12/13/2007	Audience measurement apparatus system and method for producing audience information of a media presentation
20004/P045650-PCT	WO	PCT/IB2007/004426	12/13/2007	Audience measurement apparatus system and method for producing audience information of a media presentation
20004/P045650-GB	UK	G806249442.9	12/14/2006	Audience measurement apparatus system and method for producing audience information of a media presentation
20004/P051935-US	US	12/589,702	10/26/2009	Simulcast resolution in content matching systems
20004/P051935-PCT	WO	PCT/IB2009/007396	10/22/2009	Simulcast resolution in content matching systems
20004/P051935-GB	UK	GB0820055.2	10/31/2008	Simulcast resolution in content matching systems
20004/P051935-CA	CA	2,742,348	4/29/2011	Simulcast resolution in content matching systems
20004/P051935-AU	AU	AU2009309329	10/22/2009	Simulcast resolution in content matching systems
20004/P052071-US	US	12/623,143	11/20/2009	Audience measurement apparatus, system and method
20004/P052071-PCT	WO	PCT/IB2009/007436	11/5/2009	Audience measurement apparatus, system and method
20004/P052071-GB	UK	GB0821364.7	11/21/2008	Audience measurement apparatus, system and method
	UK	GB0901445.7	1/28/2009	Device, System and Method for Measurement of Media Consumption in Digital Media Terminals
	WO	PCT/IB2010/000283	1/28/2010	Device, System and Method for Measurement of Media Consumption in Digital Media Terminals
	UK	GB0911239.5	10/16/2009	Audience Measurement System