

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Anantha Pradeep</td> <td>09/28/2012</td> </tr> <tr> <td>Robert T. Knight</td> <td>09/26/2012</td> </tr> <tr> <td>Dev Rathnakar</td> <td>09/28/2012</td> </tr> <tr> <td>Ramachandran Gurumoorthy</td> <td>09/26/2012</td> </tr> </tbody> </table>		Name	Execution Date	Anantha Pradeep	09/28/2012	Robert T. Knight	09/26/2012	Dev Rathnakar	09/28/2012	Ramachandran Gurumoorthy	09/26/2012
Name	Execution Date										
Anantha Pradeep	09/28/2012										
Robert T. Knight	09/26/2012										
Dev Rathnakar	09/28/2012										
Ramachandran Gurumoorthy	09/26/2012										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>The Nielsen Company (US), LLC</td> </tr> <tr> <td>Street Address:</td> <td>150 North Martingale Road</td> </tr> <tr> <td>City:</td> <td>Schaumburg</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60173</td> </tr> </table>		Name:	The Nielsen Company (US), LLC	Street Address:	150 North Martingale Road	City:	Schaumburg	State/Country:	ILLINOIS	Postal Code:	60173
Name:	The Nielsen Company (US), LLC										
Street Address:	150 North Martingale Road										
City:	Schaumburg										
State/Country:	ILLINOIS										
Postal Code:	60173										
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>13569711</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13569711						
Property Type	Number										
Application Number:	13569711										
CORRESPONDENCE DATA											
<p>Fax Number: 3125809696 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 3125801020 Email: mbuckley@hfzlaw.com Correspondent Name: Hanley, Flight & Zimmerman, LLC Address Line 1: 150 S Wacker Drive Suite 2100 Address Line 4: Chicago, ILLINOIS 60606</p>											
NAME OF SUBMITTER:	Marianne Buckley										
<p>Total Attachments: 5 source=048US02 Executed Assignment#page1.tif source=048US02 Executed Assignment#page2.tif source=048US02 Executed Assignment#page3.tif source=048US02 Executed Assignment#page4.tif source=048US02 Executed Assignment#page5.tif</p>											

OP \$40.00 13569711

A S S I G N M E N T

Serial No: 13/569,711

Filed: August 8, 2012

Title: **EFFECTIVE VIRTUAL REALITY ENVIRONMENTS FOR
PRESENTATION OF MARKETING MATERIALS**

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, IL 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 (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.

Dated this 28 day of September, 2012


State of CA

County of Alameda


Anantha Pradeep

On this 28 day of September, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared Anantha Pradeep, 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.



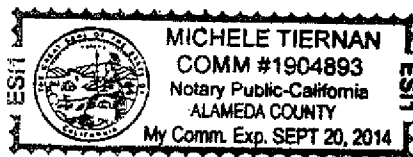

michele TIERNAN

Dated this 26 day of September, 2012

Robert T. Knight
Robert T. Knight

State of California
County of Alameda

On this 26th day of September, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared Robert T. Knight, 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.



Michele Tiernan
Notary Public

Dated this 28 day of September, 2012


State of CA

County of Alameda


Dev Ratnakar

On this 28 day of September, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared Dev Ratnakar, 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.



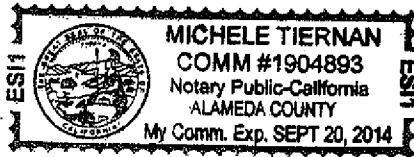

Michele Tiernan

Dated this 26 day of September, 2012

Ramachandran Gurumoorthy
Ramachandran Gurumoorthy

State of California
County of Alameda

On this 26th day of September, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared Ramachandran Gurumoorthy, 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.



Michele Tiernan
Notary Public