

## 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>Alon H. Landa</td> <td>01/18/2013</td> </tr> <tr> <td>Jonathan Novick</td> <td>01/28/2013</td> </tr> <tr> <td>Scott E. Gelin</td> <td>02/12/2013</td> </tr> <tr> <td>Amit Phansalkar</td> <td>01/29/2013</td> </tr> <tr> <td>Thomas E. Montroy</td> <td>01/18/2013</td> </tr> <tr> <td>Lauren S. Moores</td> <td>01/22/2013</td> </tr> </tbody> </table>		Name	Execution Date	Alon H. Landa	01/18/2013	Jonathan Novick	01/28/2013	Scott E. Gelin	02/12/2013	Amit Phansalkar	01/29/2013	Thomas E. Montroy	01/18/2013	Lauren S. Moores	01/22/2013
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CORRESPONDENCE DATA															
Fax Number: 7816446137 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 6179162658 Email: patents@stratpat.com Correspondent Name: Strategic Patents P.C. Address Line 1: P.O.Box 920629 Address Line 4: Needham, MASSACHUSETTS 02492															
ATTORNEY DOCKET NUMBER:	CMPT-0011-P01														
NAME OF SUBMITTER:	Robert A. Mazzaresse														

CH \$40.00 13741160

Signature:	/Robert Mazzaresse/
Date:	04/09/2013
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# **United States Patent Application**

## **COMBINED DECLARATION AND ASSIGNMENT**

### **DECLARATION**

As a below named inventor I hereby declare with respect to the U.S. patent application entitled

#### **HYBRID INTERNET TRAFFIC MEASUREMENT USING SITE-CENTRIC AND PANEL DATA**

the specification of which was filed on January 14, 2013 as application serial no. 13/741,160 that:

- (a) the above-identified application was made or authorized to be made by me;
- (b) I have read and understood the application; and
- (c) I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I acknowledge the duty to disclose information which is material to the patentability of this application as defined in 37 C.F.R. § 1.56 (attached hereto). I also acknowledge my duty to disclose all information known to be material to patentability which became available between a filing date of a prior application and the national or PCT international filing date in the event this is a Continuation-In-Part application in accordance with 37 C.F.R. § 1.63(e).

## ASSIGNMENT

WHEREAS, the undersigned inventor ("Inventor") has developed certain inventions ("Inventions") described in the above U.S. patent application, and has full right to convey his or her entire interest, both legal and equitable, in and to said Inventions free from all prior assignments, agreements, licenses, mortgages, security interests, or other encumbrances whatsoever; and

WHEREAS, Compete, Inc. ("ASSIGNEE"), an entity organized and existing under the laws of the state of Delaware, and having a place of business at 501 Boylston Street, Suite 6101, Boston, MA 02116 is desirous of acquiring the entire right, title, and interest in and to the Inventions and any and all patents to be obtained therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the Inventor, the Inventor hereby sells, assigns and transfers unto the ASSIGNEE, its successors and assigns, his or her entire right, title and interest in and to the Inventions as described in the above application and all applications resulting therefrom, including any and all conversions, divisions, continuations, continuations-in-part, substitute applications, and reissues or extensions thereof; and all resulting patents in any jurisdiction worldwide; along with all rights of priority and rights to sue for past infringement.

AND the Inventor hereby authorizes and requests the issuing authority to issue any and all patents issuing from any of the forgoing to the ASSIGNEE or its successors and assigns.

AND each Inventor agrees that ASSIGNEE's counsel, Strategic Patents, P.C. having Patent Office Customer Number 43520, shall hereinafter act on behalf of the ASSIGNEE with respect to the Inventions.

AND, the Inventor further agrees, without any further payment or compensation by the ASSIGNEE or its successors and assigns, to communicate to the ASSIGNEE, its representatives or agents or its successors and assigns, any facts relating to the Inventions including evidence for interference purposes or for other legal proceedings whenever requested; to testify in any interference or other legal proceedings, whenever requested; to execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective; and to generally do everything possible to aid the ASSIGNEE, its successors or assigns and nominees to secure, obtain and enforce proper patent protection for the Inventions in this or any foreign country.

The Inventor hereby authorizes the attorneys and agents associated with Patent Office Customer Number 43520 to insert hereon any further information necessary or desirable for recordation of this document.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: Amit Phansalkar

Residence: Newton, MA

Post Office Address: Compete, Inc.  
501 Boylston Street, Suite 6101  
Boston, MA 02116

Signature:   
Amit Phansalkar

Date: JAN 29, 2012

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(a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is canceled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is canceled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:

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(c) Individuals associated with the filing or prosecution of a patent application within the meaning of this section are:

- (1) Each inventor named in the application;
- (2) Each attorney or agent who prepares or prosecutes the application; and
- (3) Every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application.

(d) Individuals other than the attorney, agent or inventor may comply with this section by disclosing information to the attorney, agent, or inventor.

(e) In any continuation-in-part application, the duty under this section includes the duty to disclose to the Office all information known to the person to be material to patentability, as defined in paragraph (b) of this section, which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

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Full Name of Inventor: Thomas E. Montroy

Residence: Dorchester, MA

Post Office Address: Compete, Inc.  
501 Boylston Street, Suite 6101  
Boston, MA 02116

Signature: 

Thomas E. Montroy

Date: 18 Jan 2013

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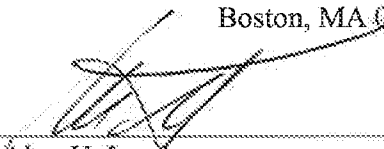
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Full Name of Inventor: Alon H. Landa

Residence: Brookline, MA

Post Office Address: Compete, Inc.  
501 Boylston Street, Suite 6101  
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Signature: 

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AND, the Inventor further agrees, without any further payment or compensation by the ASSIGNEE or its successors and assigns, to communicate to the ASSIGNEE, its representatives or agents or its successors and assigns, any facts relating to the Inventions including evidence for interference purposes or for other legal proceedings whenever requested; to testify in any interference or other legal proceedings, whenever requested; to execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective; and to generally do everything possible to aid the ASSIGNEE, its successors or assigns and nominees to secure, obtain and enforce proper patent protection for the Inventions in this or any foreign country.

The Inventor hereby authorizes the attorneys and agents associated with Patent Office Customer Number 43520 to insert hereon any further information necessary or desirable for recordation of this document.



I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: Jonathan Novick

Residence: Melrose, MA

Post Office Address: Compete, Inc.  
501 Boylston Street, Suite 6101  
Boston, MA 02116

Signature: Jonathan Novick Date: 1/28/2013  
Jonathan Novick

§ 1.56 Duty to disclose information material to patentability.

(a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is canceled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is canceled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:

- (1) prior art cited in search reports of a foreign patent office in a counterpart application, and
- (2) the closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.

(b) Under this section, information is material to patentability when it is not cumulative to information already of record or being made of record in the application, and

- (1) It establishes, by itself or in combination with other information, a prima facie case of unpatentability of a claim; or
- (2) It refutes, or is inconsistent with, a position the applicant takes in:
  - (i) Opposing an argument of unpatentability relied on by the Office, or
  - (ii) Asserting an argument of patentability.

A prima facie case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the preponderance of evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.

(c) Individuals associated with the filing or prosecution of a patent application within the meaning of this section are:

- (1) Each inventor named in the application;
- (2) Each attorney or agent who prepares or prosecutes the application; and
- (3) Every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application.

(d) Individuals other than the attorney, agent or inventor may comply with this section by disclosing information to the attorney, agent, or inventor.

(e) In any continuation-in-part application, the duty under this section includes the duty to disclose to the Office all information known to the person to be material to patentability, as defined in paragraph (b) of this section, which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

# **United States Patent Application**

## **COMBINED DECLARATION AND ASSIGNMENT**

### **DECLARATION**

As a below named inventor I hereby declare with respect to the U.S. patent application entitled

#### **HYBRID INTERNET TRAFFIC MEASUREMENT USING SITE-CENTRIC AND PANEL DATA**

the specification of which was filed on January 14, 2013 as application serial no. 13/741,160 that:

- (a) the above-identified application was made or authorized to be made by me;
- (b) I have read and understood the application; and
- (c) I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I acknowledge the duty to disclose information which is material to the patentability of this application as defined in 37 C.F.R. § 1.56 (attached hereto). I also acknowledge my duty to disclose all information known to be material to patentability which became available between a filing date of a prior application and the national or PCT international filing date in the event this is a Continuation-In-Part application in accordance with 37 C.F.R. § 1.63(e).

## ASSIGNMENT

WHEREAS, the undersigned inventor ("Inventor") has developed certain inventions ("Inventions") described in the above U.S. patent application, and has full right to convey his or her entire interest, both legal and equitable, in and to said Inventions free from all prior assignments, agreements, licenses, mortgages, security interests, or other encumbrances whatsoever; and

WHEREAS, Compete, Inc. ("ASSIGNEE"), an entity organized and existing under the laws of the state of Delaware, and having a place of business at 501 Boylston Street, Suite 6101, Boston, MA 02116 is desirous of acquiring the entire right, title, and interest in and to the Inventions and any and all patents to be obtained therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the Inventor, the Inventor hereby sells, assigns and transfers unto the ASSIGNEE, its successors and assigns, his or her entire right, title and interest in and to the Inventions as described in the above application and all applications resulting therefrom, including any and all conversions, divisions, continuations, continuations-in-part, substitute applications, and reissues or extensions thereof; and all resulting patents in any jurisdiction worldwide; along with all rights of priority and rights to sue for past infringement.

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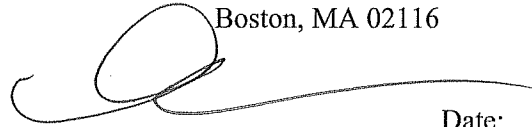
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Full Name of Inventor: Lauren S. Moores

Residence: New York, NY

Post Office Address: Compete, Inc.  
501 Boylston Street, Suite 6101  
Boston, MA 02116

Signature: 

Lauren S. Moores

Date: 1/22/2013

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# **United States Patent Application**

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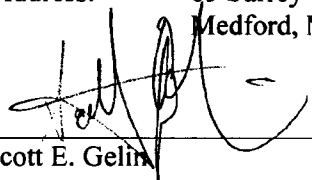


I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: Scott E. Gelin

Residence: Medford, MA

Post Office Address: 65 Surrey Street  
Medford, MA, 02155

Signature: 

Scott E. Gelin

Date: 2/12/13

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