

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY
CONVEYING PARTY DATA	
Name	Execution Date
Bank of America, N.A.	03/15/2013
RECEIVING PARTY DATA	
Name:	MSW.ARS LLC
Street Address:	1111 Marcus Avenue
Internal Address:	Suite MZ 200
City:	Lake Success
State/Country:	NEW YORK
Postal Code:	11042
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	10967507
Patent Number:	8160918
Application Number:	12429733
CORRESPONDENCE DATA	
Fax Number:	6175236850
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6175232700
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Correspondent Name:	HOLLAND & KNIGHT LLP
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Address Line 4:	Boston, MASSACHUSETTS 02116
ATTORNEY DOCKET NUMBER:	104567.00018
NAME OF SUBMITTER:	Catherine Langlais
Signature:	/Catherine Langlais/
Date:	04/22/2013
Total Attachments: 1 source=10456700018ReleaseSecurityInterest#page1.tif	

OP \$120.00 10967507

CONSENT


The undersigned has released its security interest and any liens upon the assets listed as being assigned pursuant to that Assignment, dated March 15, 2013, made by comScore, Inc. and RSC The Quality Measurement Company as assignors, and MSW.ARS LLC as assignee, including all liens upon the following:

(i) A System and Method for Determining and Advertising Plan, application number 10/967,507, filing date 10/18/2004;

(ii) A Method and Apparatus for Determining Brand Preference, application number 11/330,628, patent number 8,160,918, filing date 1/12/2006; and

(iii) A System and Method for Measuring User Response, application number 12/429,733, filing date 4/24/2009.

BANK OF AMERICA, N.A.

By: 

Name: MICHAEL D. BLANNAU

Title: V.P. VICE PRESIDENT