

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
comScore, Inc.	03/18/2013
RECEIVING PARTY DATA	
Name:	MSW.ARS LLC
Street Address:	1111 Marcus Avenue, Suite MZ 200
City:	Lake Success
State/Country:	NEW YORK
Postal Code:	11042
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	8160918
Application Number:	10967507
Application Number:	12429733
CORRESPONDENCE DATA	
Fax Number:	2123368001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-336-8000
Email:	ptodocket@arelaw.com
Correspondent Name:	Philip H. Gottfried, Esq.
Address Line 1:	90 Park Avenue, 21st Floor
Address Line 4:	New York, NEW YORK 10016
ATTORNEY DOCKET NUMBER:	56301/3
NAME OF SUBMITTER:	Philip H. Gottfried, Esq.
Signature:	/Philip H. Gottfried/
Date:	05/14/2013

CH \$120.00 8160918

PATENT

This document serves as an Oath/Declaration (37 CFR 1.63).

Total Attachments: 3

source=MSW_ARS assignment#page1.tif

source=MSW_ARS assignment#page2.tif

source=MSW_ARS assignment#page3.tif

FINAL

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

IN CONSIDERATION OF good and valuable consideration, receipt of which is hereby acknowledged, the below (hereinafter referred to as "Assignors") do hereby sell, transfer, set over and assign unto:

ASSIGNEE: MSW.ARS LLC, a Delaware limited liability company

ASSIGNEE'S ADDRESS: 1111 Marcus Avenue
Suite MZ 200
Lake Success, New York 11042

and Assignee's successors, assigns, or nominees, all of their full and entire right, title and interest, in all countries throughout the world, including all rights Assignors have now or would have had if this assignment had not been made, including but not limited to all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted upon any of the listed applications, and all reissues thereof the right to sue for and collect past damages and the rights to claim convention priority, in and to the patents and applications listed in the attached **Schedule A**, and any and all inventions disclosed in each of such patents and applications.

Assignors hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment.

Assignors agree to promptly provide Assignee, at its request, with all pertinent facts and documents relating to said patent and invention, as may be known or accessible, and will testify, at Assignee's expense, as to the same in any interference, litigation or proceeding related thereto.

[Signatures on next page]

Assignors also hereby grant the law firm of Holland & Knight, LLP and its partners the power to insert on this Assignment any further information which may be necessary or desirable in order to comply with all applicable legal requirements, including the rules of the United States Patent & Trademark Office, for submitting and recording this Assignment.

ASSIGNORS:

comScore, Inc.

SIGNATURE:  DATE: MARCH 18, 2013

SIGNED AT (City & State): _____

ADDRESS: 11950 Democracy Blvd, Suite 600
Reston VA 20190

RSC The Quality Measurement Company

SIGNATURE:  DATE: MARCH 18, 2013

SIGNED AT (City & State): _____

ADDRESS: 11950 Democracy Blvd, Suite 600
Reston VA 20190

Schedule A
List of Patents and Applications Assigned

<u>Application Number</u>	<u>Patent No.</u>	<u>Filing Date</u>	<u>Title of Invention</u>
10/967,507		10/18/2004	System and Method for Determining and Advertising Plan
11/330,628	8,160,918	1/12/2006	Method and Apparatus for Determining Brand Preference
12/429,733		4/24/2009	System and Method for Measuring User Response