## PATENT ASSIGNMENT

### SUBMISSION TYPE:
NEW ASSIGNMENT

### NATURE OF CONVEYANCE:
ASSIGNMENT

### CONVEYING PARTY DATA

<table>
<thead>
<tr>
<th>Name</th>
<th>Execution Date</th>
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</thead>
<tbody>
<tr>
<td>Seema V Srivastava</td>
<td>07/26/2011</td>
</tr>
<tr>
<td>James R Oliver</td>
<td>11/26/2012</td>
</tr>
<tr>
<td>Paul Donato</td>
<td>12/18/2012</td>
</tr>
<tr>
<td>Mainak Mazumdar</td>
<td>08/31/2011</td>
</tr>
<tr>
<td>Juliette Aurisset</td>
<td>07/18/2011</td>
</tr>
<tr>
<td>Kumar Rao</td>
<td>08/11/2011</td>
</tr>
<tr>
<td>Albert R Perez</td>
<td>08/02/2011</td>
</tr>
<tr>
<td>Josh Gaunt</td>
<td>07/20/2011</td>
</tr>
<tr>
<td>Yutao Peng</td>
<td>08/24/2011</td>
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### RECEIVING PARTY DATA

<table>
<thead>
<tr>
<th>Name</th>
<th>The Nielsen Company (US) LLC</th>
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<tbody>
<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>
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### PROPERTY NUMBERS Total: 2

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<tr>
<th>Property Type</th>
<th>Number</th>
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<tr>
<td>Application Number</td>
<td>61454326</td>
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<tr>
<td>Application Number</td>
<td>13756493</td>
</tr>
</tbody>
</table>

### CORRESPONDENCE DATA

Fax Number: 3125809696

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 3125801020

Email: mgravelle@hfzlaw.com

Correspondent Name: Hanley, Flight & Zimmerman LLC

Address Line 1: 150 S Wacker Dr
ASSIGNMENT

Serial No: 61/454,326
Filed: 3/18/2011

Title: CROSS-PUBLISHER NIELSEN ONLINE CAMPAIGN RATINGS

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned assignor(s) hereby assign to The Nielsen Company (US), LLC, a Delaware Limited Liability Company, 150 North Martingale Road, Schaumburg, Illinois, 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 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/or 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 assignor(s) hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned assignor(s) 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 assignor(s) warrants himself/herself 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 assignor(s) 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 assignor(s) 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 assignor(s) 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 assignor(s) 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.

Assignor(s)

WITNESS my hand this __________ day of _________________________.

______________________________
Seema V. Srivastava

* * * *
Assignor(s)
WITNESS my hand this 26th day of November, 2012

James, K. Oliver

* * * * *
Assignor(s)

WITNESS my hand this 18th day of December 2012.

Paul Donato

********
Assignor(s)

WITNESS my hand this ________ day of ________________, ____.

Mainak Mazumder

* * * * *
Assignor(s)
WITNESS my hand this _________ day of _____________________.

Juliette Aurisset

* * * * *
Assignor(s)
WITNESS my hand this __________ day of ______________., ___.

Kumar Rao

* * * * *
Assignor(s)

WITNESS my hand this ______ day of ______________, ___.

______________________________
Albert R. Perez

* * * * *
Assignor(s)

WITNESS my hand this ________ day of ____________, ______.

______________________________
Josh Gaunt

* * * * *
Assignee:

WITNESS my hand this 14th day of May, 2012

Thomas Stridde
ASSIGNMENT

Serial No: 61/454,326
Filed: 3/18/2011

Title: CROSS-PUBLISHER NIELSEN ONLINE CAMPAIGN RATINGS

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application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned assignor(s) with said assignee, its successors or assigns, in matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned assignor(s) 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.

Assignor(s)

WITNESS my hand this 26th day of July 2011.

Seema V. Srivastava

* * * * *
Assignor(s)

WITNESS my hand this __________ day of ______________, ___.

________________________________________
James R. Oliver

* * * * *
Assignor(s)
WITNESS my hand this ___ day of ________________, ___.

Paul Donato

*** ***
Assignor(s)
WITNESS my hand this 31 day of Aug 2011.

Mairuk Mawunder

* * * * *
Assignor(s)
WITNESS my hand this 18th day of July, 2011.

Juliette Aurisset

*****
Assignor(s)
WITNESS my hand this 14th day of AUGUST, 2011

Kumar Rao

***
Assignor(s)
WITNESS my hand this 21st day of August, 2011

Albert R. Perez

****
Assignee:

WITNESS my hand this 14 day of May, 2012

Thomas Strowe

***
ASSIGNMENT

Serial No: 61/454,326
Filed: 3/18/2011
Title: CROSS-PUBLISHER NIELSEN ONLINE CAMPAIGN RATINGs

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Assignor(s)
WITNESS my hand this 20th day of July, 2011

Josh Gaunt

****
Assignee:

WITNESS my hand this ___ day of May, 2013

[Signature]

Thomas S. W. Smisek

***
ASSIGNMENT

Serial No: 61/454,326
Filed: 3/18/2011
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Page 1 of 3
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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.

Assignor(s)
WITNESS my hand this 24th day of August 2011

[Signature]
Yutao Peng

*****
Assignee:

WITNESS my hand this 14 day of May 2012.

Thomas Sydouse

*****