

PATENT ASSIGNMENT

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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>Kim Hadfield</td> <td>06/14/2013</td> </tr> <tr> <td>Amir Yazdani</td> <td>06/11/2013</td> </tr> <tr> <td>Michael Vinson</td> <td>06/10/2013</td> </tr> </tbody> </table>		Name	Execution Date	Kim Hadfield	06/14/2013	Amir Yazdani	06/11/2013	Michael Vinson	06/10/2013
Name	Execution Date								
Kim Hadfield	06/14/2013								
Amir Yazdani	06/11/2013								
Michael Vinson	06/10/2013								
RECEIVING PARTY DATA									
Name:	Rentrak Corporation								
Street Address:	7700 NE Ambassador Place								
City:	Portland								
State/Country:	OREGON								
Postal Code:	97220								
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>13891113</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13891113				
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Application Number:	13891113								
CORRESPONDENCE DATA									
Fax Number:	2063597198								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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ATTORNEY DOCKET NUMBER:	74182-8016.US01								
NAME OF SUBMITTER:	Erica Tollefson								
Signature:	/Erica Tollefson/								
Date:	06/18/2013								

OP \$40.00 13891113

Total Attachments: 6

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ASSIGNMENT BY INVENTORS

This Assignment is by the following individuals (the "Assignors"):

- Kim Hadfield having a mailing address of 7700 NE Ambassador Place, Portland, Oregon 97220;
- Amir Yazdani having a mailing address of 7700 NE Ambassador Place, Portland, Oregon 97220;
- Michael Vinson having a mailing address of 7700 NE Ambassador Place, Portland, Oregon 97220.

The Assignors invented one or more certain inventions (the "Invention(s)") described in an application for Letters Patent of the United States titled SYSTEM AND METHOD FOR TELEVISION ADVERTISEMENT AUDIENCE MEASUREMENT, naming the Assignors as inventors, and filed on May 9, 2013 as U.S. Application No. 13/891,113 (the "Application").


Rentrak Corporation, a Corporation of Oregon having its principal place of business at 7700 NE Ambassador Place, Portland, Oregon 97220 (the "Assignee"), desire to acquire the entire right, title and interest in and to the Invention(s) and the Application, and in and to any patents (collectively, "Patents") that may be granted for the Invention(s) in the United States or in any foreign countries.

For valuable consideration, the receipt and sufficiency of which Assignors acknowledge, Assignors hereby sell, assign, and transfer to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to: the Invention(s), the Application, and any Patents; any divisions, continuations, and continuations-in-part of the Application and any other application claiming priority rights from the Application; any reissues, reexaminations, or extensions of any and all Patents; the right to file foreign applications directly in the name of Assignee; and the right to claim priority rights deriving from the Application (collectively, the "Rights"). Assignors warrant that Assignors own the Rights, and that the Rights are unencumbered. Assignors also agree to not sign any writing or do any act conflicting

with this assignment, and, without further compensation, sign all documents and do such additional acts as Assignee deem necessary or desirable to: perfect Assignee's enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request the Commissioner of Patents to issue any Patent of the United States that may be issued on the Invention(s) to Assignee. This Assignment may be executed in counterparts.

For Rentrak Corporation:

Date: 6/17/10

Signature 

Authorized Signer

David Chemerow


Authorized Signer - Printed Name

COO/CFO

Authorized Signer - Title

C/14/13

Date

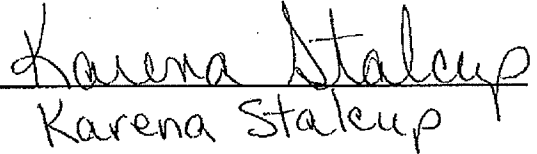


Kim Hadfield

Witness:

10-14-13

Date




Karena Stalcup
Karena Stalcup

6-11-13
Date

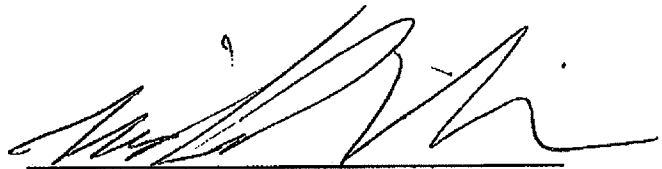

Amir Yazdani

Witness:

6-11-13
Date


Karena Staley

6/10/2013
Date


Michael Vinson

Witness:

6/10/2013
Date

