

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Paul M. Mears</td> <td>02/04/2005</td> </tr> <tr> <td>Arun Ramaswamy</td> <td>02/02/2005</td> </tr> <tr> <td>Venugopal Srinivasan</td> <td>02/02/2005</td> </tr> <tr> <td>Dan Nelsen</td> <td>02/02/2005</td> </tr> <tr> <td>Kevin K. Deng</td> <td>02/02/2005</td> </tr> <tr> <td>John Peiffer</td> <td>02/02/2005</td> </tr> </tbody> </table>		Name	Execution Date	Paul M. Mears	02/04/2005	Arun Ramaswamy	02/02/2005	Venugopal Srinivasan	02/02/2005	Dan Nelsen	02/02/2005	Kevin K. Deng	02/02/2005	John Peiffer	02/02/2005
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<table border="1"> <tr> <td>Name:</td> <td>Nielsen Media Research, Inc. a Delaware corporation</td> </tr> <tr> <td>Street Address:</td> <td>770 Broadway</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10003</td> </tr> </table>		Name:	Nielsen Media Research, Inc. a Delaware corporation	Street Address:	770 Broadway	City:	New York	State/Country:	NEW YORK	Postal Code:	10003				
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CORRESPONDENCE DATA															
<p>Fax Number: 3125809696 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 3125801020 Email: mgravelle@hfzlaw.com Correspondent Name: Hanley, Flight & Zimmerman, LLC Address Line 1: 150 South Wacker Drive, Suite 2100 Address Line 4: Chicago, ILLINOIS 60606</p>															
ATTORNEY DOCKET NUMBER:	20004/92US03														
NAME OF SUBMITTER:	Michael W. Zimmerman Reg. No. 57993														

OP \$40.00 13526415

Signature:	/ Michael W. Zimmerman/
Date:	06/21/2013
Total Attachments: 4 source=92 Assignment#page1.tif source=92 Assignment#page2.tif source=92 Assignment#page3.tif source=92 Assignment#page4.tif	

ASSIGNMENT

Serial No: 10/970,585

Filed: October 21, 2004

Title: "Methods and Apparatus to Collect Audience Information Associated with a Media Presentation"

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to Nielsen Media Research, Inc, a Delaware corporation, 770 Broadway, New York, New York, 10003, (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, and in said application and any and all other applications, both United States and foreign, which the undersigned 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 foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned 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 said application when officially known.

The undersigned warrants himself 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 hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all 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 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 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 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.

WITNESS my hand this 4 day of FEBRUARY, 2005.

State of Florida

County of Pinellas ss.

Paul M. Mears
Paul M. Mears

On this 4 day of February, 2005, before me, a Notary Public in and for the County and State aforesaid, appeared Paul M. Mears, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

Notary Public:

Linda J. Hayes



WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

August 3, 2007

WITNESS my hand this 2 day of February, 2005.

State of Florida

County of Pinellas ss.

Arun Ramaswamy
Arun Ramaswamy

On this 2 day of February, 2005, before me, a Notary Public in and for the County and State aforesaid, appeared Arun Ramaswamy, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

Notary Public:

Linda J Hayes



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State of Florida

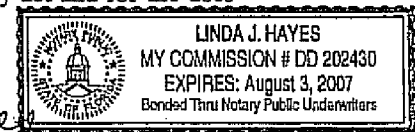
County of Pinellas ss.

Venugopal Srinivasan
Venugopal Srinivasan

On this 2 day of February, 2005, before me, a Notary Public in and for the County and State aforesaid, appeared Venugopal Srinivasan, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

Notary Public:

Linda J Hayes



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State of Florida

County of Pinellas ss.

Dan Nelson
Dan Nelson

On this 2 day of February, 2005, before me, a Notary Public in and for the County and State aforesaid, appeared Dan Nelson, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

Notary Public:

Linda J Hayes



WITNESS my hand and seal the same day and

REEL: 030664 FRAME: 0225

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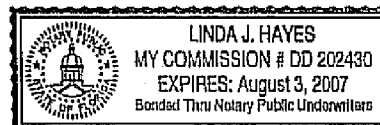
County of Pinellas ss.

Kevin K. Deng
Kevin K. Deng

On this 2 day of February, 2005, before me, a Notary Public in and for the County and State aforesaid, appeared Kevin K. Deng, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

Notary Public:

Linda J. Hayes



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My Commission Expires:

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State of Florida

County of Pinellas ss.

John Peiffer
John Peiffer

On this 2 day of February, 2005, before me, a Notary Public in and for the County and State aforesaid, appeared John Peiffer, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

Notary Public:

Linda J. Hayes



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