

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT2574068

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	TNC (US) HOLDINGS, INC.	03/27/2009
RECEIVING PARTY DATA		
Name:	THE NIELSEN COMPANY (US), LLC	
Street Address:	150 NORTH MARTINGALE ROAD	
City:	SCHAUMBURG	
State/Country:	ILLINOIS	
Postal Code:	60173	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	13776402
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>		
Correspondent Name:	HANLEY FLIGHT & ZIMMERMAN, LLC	
Address Line 1:	150 S. WACKER DRIVE, SUITE 2100	
Address Line 4:	CHICAGO, ILLINOIS 60606	
ATTORNEY DOCKET NUMBER:	20004/239US03	
NAME OF SUBMITTER:	ANCHIT KAPOOR	
Signature:	/Anchit Kapoor/	
Date:	10/10/2013	
Total Attachments: 1 source=Executed Assignment for TNC Holdings#page1.tif		

OP \$40.00 13776402

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, TNC (US) Holdings, Inc., a New York Corporation, having a place of business at 770 Broadway, New York, New York, 10003 (hereinafter "Assignor") hereby assigns 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 the patents and applications for Letters Patent of the United States identified in the attached Exhibit A, and in said patents, patent applications and any and all other patent 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.

WITNESS my hand this 27th day of March 2009.

TNC (US) HOLDINGS, INC.

By: Mary A. Dresdow
Mary A. Dresdow, Assistant Secretary

STATE ILLINOIS)
) SS.
COUNTY OF COOK)

On the 27th day of March 2009, before me a Notary Public in and for said state and county, personally appeared Mary A. Dresdow to me personally known, who being by me duly sworn did say that she is the Secretary of A. C. Nielsen Company and that she executed the foregoing Power of Attorney as her free and voluntary act and deed.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal in the state and county aforesaid, the day and year first above written.

◆◆◆◆◆
◆ "OFFICIAL SEAL" ◆
◆ HOLLY A. JACKSON ◆
◆ Notary Public, State of Illinois ◆
◆ My Commission Expires 11/06/09 ◆
◆◆◆◆◆
(Notary Seal

Holly A. Jackson
Holly A. Jackson, Notary Public