

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2757558

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>MORRIS LEE</td> <td>10/16/2007</td> </tr> <tr> <td>PAUL M MEARS</td> <td>10/11/2007</td> </tr> <tr> <td>ROBERT A. LUFF</td> <td>10/10/2007</td> </tr> <tr> <td>ARUN RAMASWAMY</td> <td>10/17/2007</td> </tr> <tr> <td>STANLEY F. SEAGRAN</td> <td>11/13/2007</td> </tr> <tr> <td>WESTON P. HEADLEY</td> <td>10/22/2007</td> </tr> </tbody> </table>		Name	Execution Date	MORRIS LEE	10/16/2007	PAUL M MEARS	10/11/2007	ROBERT A. LUFF	10/10/2007	ARUN RAMASWAMY	10/17/2007	STANLEY F. SEAGRAN	11/13/2007	WESTON P. HEADLEY	10/22/2007
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RECEIVING PARTY DATA															
Name:	NIELSEN MEDIA RESEARCH, INC.														
Street Address:	770 BROADWAY														
City:	NEW YORK														
State/Country:	NEW YORK														
Postal Code:	10003														
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>14137076</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14137076										
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Application Number:	14137076														
CORRESPONDENCE DATA															
Fax Number:	(312)580-9696														
Phone:	312-580-1020														
Email:	fhernandez@hfzlaw.com														
<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 DR.														
Address Line 2:	SUITE 2200														
Address Line 4:	CHICAGO, ILLINOIS 60606														
ATTORNEY DOCKET NUMBER:	20004/275US03														

NAME OF SUBMITTER:	FELIPE HERNANDEZ
Signature:	/Felipe Hernandez/
Date:	03/07/2014
<b>Total Attachments: 6</b> source=Executed Assignment#page1.tif source=Executed Assignment#page2.tif source=Executed Assignment#page3.tif source=Executed Assignment#page4.tif source=Executed Assignment#page5.tif source=Executed Assignment#page6.tif	

# ASSIGNMENT

Serial No: 11/856,602

Filed: September 17, 2007

Title: **METHODS AND APPARATUS FOR USING AUDIENCE MEMBER BEHAVIOR INFORMATION TO DETERMINE COMPLIANCE WITH AUDIENCE MEASUREMENT SYSTEM USAGE REQUIREMENTS**

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 (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 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.

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 any such application(s) 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 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 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 16 day of OCTOBER, 2007

State of Florida

County of Pinellas ss. Morris Lee  
Lee, Morris

On this 16 day of October, 2007, before me, a Notary Public in and for the County and State aforesaid, appeared Morris Lee, 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: 8/3/11

\*\*\*\*\*



WITNESS my hand this 11 day of OCTOBER, 2007

State of Florida

County of Pineلاس ss.

Paul M. Mears  
Mears, Paul M.

On this 11 day of October, 2007, 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 Hayes

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



My Commission Expires: 8/3/11

\*\*\*\*\*

WITNESS my hand this 10 day of OCTOBER, 2007

State of Florida

County of Pineلاس ss.

Robert A. Luff  
Luff, Robert A.

On this 10 day of October, 2007, before me, a Notary Public in and for the County and State aforesaid, appeared Robert A. Luff, 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: 8/3/11

\*\*\*\*\*



WITNESS my hand this 17 day of October, 2007

State of Florida

County of Pineellas

ss.

Arun Ramaswamy  
Ramaswamy, Arun

On this 17 day of October, 2007, 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

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

My Commission Expires: 8/03/11



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WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, 2007

State of \_\_\_\_\_

ss.

County of \_\_\_\_\_  
Seagran, Stanley F.

On this \_\_\_\_\_ day of \_\_\_\_\_, 2007, before me, a Notary Public in and for the County and State aforesaid, appeared Stanley F. Seagran, 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: \_\_\_\_\_

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

My Commission Expires: \_\_\_\_\_

\*\*\*\*\*

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, 2007

State of \_\_\_\_\_

County of \_\_\_\_\_ ss. \_\_\_\_\_  
Ramaswamy, Arun

On this \_\_\_\_\_ day of \_\_\_\_\_, 2007, 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: \_\_\_\_\_

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

My Commission Expires: \_\_\_\_\_

WITNESS my hand this 13<sup>th</sup> day of NOVEMBER, 2007

State of NEW YORK

County of WESTCHESTER ss. Stanley F. Seagran  
Seagran, Stanley F.

On this 13<sup>th</sup> day of NOVEMBER, 2007, before me, a Notary Public in and for the County and State aforesaid, appeared Stanley F. Seagran, 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: Lillian C. Cruz

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

My Commission Expires: OCT 24, 2009

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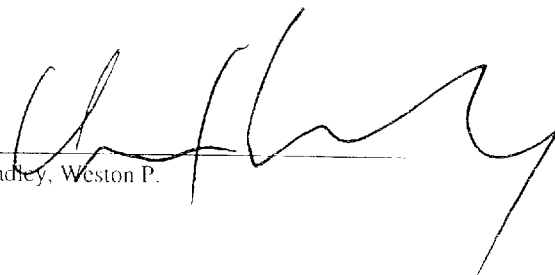
LILLIAN C. CRUZ  
Notary Public, State of New York  
Qualified in Westchester  
Reg. No. 01CR6135828  
My Commission Expires Oct. 24, 2009

WITNESS my hand this 22<sup>nd</sup> day of October, 2007

State of New York

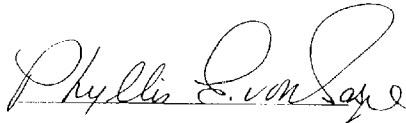
County of New York ss.

Headley, Weston P.



On this 22<sup>nd</sup> day of October, 2007, before me, a Notary Public in and for the County and State aforesaid, appeared Weston P. Headley, 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:



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

My Commission Expires:

**PHYLLIS E. VON SASPE**  
**NOTARY PUBLIC - STATE OF NEW YORK**  
**NO. 01V06068043**  
**\* \* QUALIFIED IN NEW YORK COUNTY**  
**MY COMMISSION EXPIRES OCT. 28, 2010**