

# PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2792541

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
THOMAS F. POTTJEGORT	03/14/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	COMSCORE, INC.
<b>Street Address:</b>	11950 DEMOCRACY DRIVE
<b>Internal Address:</b>	SUITE 600
<b>City:</b>	RESTON
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	20190
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14212363
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(703)997-4905
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	7039170000
<b>Email:</b>	docketing@mh2law.com
<b>Correspondent Name:</b>	MH2 TECHNOLOGY LAW GROUP LLP
<b>Address Line 1:</b>	1951 KIDWELL DRIVE
<b>Address Line 2:</b>	SUITE 550
<b>Address Line 4:</b>	TYSONS CORNER, VIRGINIA 22182
<b>ATTORNEY DOCKET NUMBER:</b>	0144.0001-CIP
<b>NAME OF SUBMITTER:</b>	WILLIAM J. BROGAN
<b>SIGNATURE:</b>	/William J. Brogan/
<b>DATE SIGNED:</b>	03/31/2014
<b>Total Attachments: 2</b>	
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**ASSIGNMENT FOR UTILITY OR PROVISIONAL PATENT APPLICATION**

WHEREAS I, the below named inventor, (hereinafter referred to as Assignor), have made an invention claimed and/or described in an application for United States Letters Patent entitled:

**UNIFIED CONTENT VISIBILITY AND VIDEO CONTENT MONITORING**

filed herewith; and:

WHEREAS, comScore, Inc.  
a corporation of Delaware

having a place of business at 11950 Democracy Drive, Suite 600, Reston VA 20190

(hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration, the receipt of which from Assignee is hereby acknowledged, I, as Assignor, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my entire right, title, and interest in and to this invention and this application, and all divisions and continuations thereof, and any provisional application whose benefit is claimed therefrom, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, as well as all rights to claim priority on the basis of this application in any foreign country, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof, and I hereby authorize and request the Director of the United States Patent and Trademark Office and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;


AND, I HEREBY covenant that I have the full right to convey the interest assigned by this Assignment, and I have not executed and will not execute any agreement in conflict with this Assignment;

AND, I HEREBY further covenant and agree that I will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to me respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

AND, I HEREBY authorize and request my agents, MH2 Technology Law Group LLP, whose address is 1951 Kidwell Drive, Suite 550, Tysons Corner, VA 22182, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of said application when known.

IN TESTIMONY WHEREOF, I have hereunto set my hand.

Witnessed by



Name:

Thomas F. Pottjergort

ss.

Mailing Address:

c/o comScore Legal Dept.

11950 Democracy Dr., Reston, VA 20190

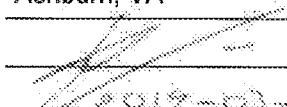
City, State of  
Residence:

Ashburn, VA

Witnessed by



By:



Date:

2014-03-14