

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	JEAN-MARC GASNIER	08/25/2014
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	VIACCESS	
<b>Street Address:</b>	LES COLLINES DE L'ARCHE	
<b>Internal Address:</b>	TOUR OPERA C	
<b>City:</b>	PARIS LA DÉFENSE	
<b>State/Country:</b>	FRANCE	
<b>Postal Code:</b>	92057	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	14378868
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>	(617)500-2499	
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<b>ATTORNEY DOCKET NUMBER:</b>	3C105-014US1	
<b>NAME OF SUBMITTER:</b>	MICHAEL E. CONNORS	
<b>SIGNATURE:</b>	/Michael E. Connors/	
<b>DATE SIGNED:</b>	10/16/2014	
<b>Total Attachments: 2</b>		
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ASSIGNMENT

For valuable consideration, I, **Jean-Marc Gasnier** of Lieu dit "La Rangée", F-35230 Noyal-Chatillon-sur-Seiche, France, hereby assign to **Viaccess**, a corporation of, having a place of business at Les Collines de l'Arche, Tour Opera C, 92057 Paris La Défense, France, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by me, entitled **AUDIENCE-MEASURING METHOD**, filed August 14, 2014, and assigned U.S. Serial Number 14/378.868, and I authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Date: 25/08/2014

  
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Jean-Marc Gasnier

Witness:   
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Witness:   
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