

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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EPAS ID: PAT3301959

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Michael A. Brown	10/31/2007
Xinyu Huang	10/31/2007
Glen Grant	10/31/2007
<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:	14633431
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	(202) 783-5070
<b>Email:</b>	apsi@fr.com
<b>Correspondent Name:</b>	DAVID L. HOLT
<b>Address Line 1:</b>	FISH & RICHARDSON P.C.
<b>Address Line 2:</b>	P.O.BOX 1022
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55440-1022
<b>ATTORNEY DOCKET NUMBER:</b>	13186-0035003
<b>NAME OF SUBMITTER:</b>	LORI L. STEWART
<b>SIGNATURE:</b>	/Lori L. Stewart/
<b>DATE SIGNED:</b>	04/08/2015
<b>Total Attachments: 2</b>	
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TO: DAVID L. HOLT COMPANY: FISH &amp; RICHARDSON P.C.

Initials	Date	
MB	8/5/10	Brown
XH	8/5/10	Huang
GDG	8/5/2010	Grant

comScore, Inc.

Attorney Docket No.: 13186-035001

ASSIGNMENT

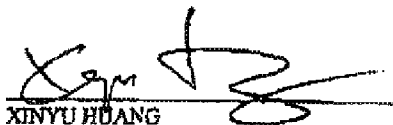
For valuable consideration, we, MICHAEL BROWN of 21204 Andreas Court, Ashburn, VA 20147, XINYU HUANG of 1070 Harriman Street, Great Falls, VA 22066, and GLEN GRANT of 9001 Maritime Court, Springfield, VA 22153, hereby assign to: comScore Networks, Inc., a corporation of Delaware having a place of business at: 11465 Sunset Hills Road, Suite 200, Reston, VA 20190; 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 us, entitled DETECTING CONTENT AND USER RESPONSE TO CONTENT, filed August 21, 2007, and assigned U.S. Serial Number 11/842,816, 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.

TO: DAVID L. HOLT COMPANY: FISH &amp; RICHARDSON P.C.

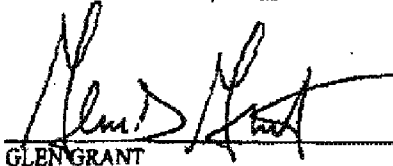
Attorney Docket No.: 13186-035001

Date: 10/31/07  
MICHAEL BROWN

Witnessed by:

Name: Date: 10/31/07Date: 10/31/2007  
XINYU HUANG

Witnessed by:

Name: Date: 10/31/07Date: 10/31/2007  
GLEN GRANT

Witnessed by:

Name: Date: 10/31/07

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