

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3535389

|                                                                                                                                                                                                 |                                 |                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                         | NEW ASSIGNMENT                  |                       |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                    | ASSIGNMENT                      |                       |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                     |                                 |                       |
|                                                                                                                                                                                                 | <b>Name</b>                     | <b>Execution Date</b> |
|                                                                                                                                                                                                 | ROBERT A. LUFF                  | 03/21/2002            |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                     |                                 |                       |
| <b>Name:</b>                                                                                                                                                                                    | NIELSEN MEDIA RESEARCH, INC.    |                       |
| <b>Street Address:</b>                                                                                                                                                                          | 770 BROADWAY                    |                       |
| <b>City:</b>                                                                                                                                                                                    | NEW YORK                        |                       |
| <b>State/Country:</b>                                                                                                                                                                           | NEW YORK                        |                       |
| <b>Postal Code:</b>                                                                                                                                                                             | 10003                           |                       |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                                                                                                |                                 |                       |
| <b>Property Type</b>                                                                                                                                                                            | <b>Number</b>                   |                       |
| <b>Application Number:</b>                                                                                                                                                                      | 14260890                        |                       |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                      |                                 |                       |
| <b>Fax Number:</b>                                                                                                                                                                              |                                 |                       |
| <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>                                                                                                                                                                                   | 3125801020                      |                       |
| <b>Email:</b>                                                                                                                                                                                   | mreichstadt@hfzlaw.com          |                       |
| <b>Correspondent Name:</b>                                                                                                                                                                      | HANLEY, FLIGHT & ZIMMERMAN, LLC |                       |
| <b>Address Line 1:</b>                                                                                                                                                                          | 150 SOUTH WACKER DRIVE          |                       |
| <b>Address Line 2:</b>                                                                                                                                                                          | SUITE 2200                      |                       |
| <b>Address Line 4:</b>                                                                                                                                                                          | CHICAGO, ILLINOIS 60606         |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                                                                                  | 20004/445US02                   |                       |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                       | STEVEN L. WEBB                  |                       |
| <b>SIGNATURE:</b>                                                                                                                                                                               | /Steven L. Webb/                |                       |
| <b>DATE SIGNED:</b>                                                                                                                                                                             | 09/21/2015                      |                       |
| <b>Total Attachments: 4</b>                                                                                                                                                                     |                                 |                       |
| source=445US02_ Luff_Redacted_Employee_Confidentiality_Agreement#page1.tif                                                                                                                      |                                 |                       |
| source=445US02_ Luff_Redacted_Employee_Confidentiality_Agreement#page2.tif                                                                                                                      |                                 |                       |
| source=445US02_ Luff_Redacted_Employee_Confidentiality_Agreement#page3.tif                                                                                                                      |                                 |                       |
| source=445US02_ Luff_Redacted_Employee_Confidentiality_Agreement#page4.tif                                                                                                                      |                                 |                       |

# REDACTED

## NIELSEN MEDIA RESEARCH, INC. EMPLOYEE CONFIDENTIALITY AGREEMENT

In consideration of my continuing employment and the compensation paid to me by Nielsen Media Research, Inc. (hereinafter "Company"), I agree as follows:

■ [REDACTED]

REDACTED

■ [REDACTED]

REDACTED

■ [REDACTED]

REDACTED

REDACTED

5. I understand that, among other things, I have been hired to use my skills and abilities to develop new processes or to make new and useful discoveries, and to make, invent and devise new things, improvements and inventions relating to any current, planned or future Company products, services, methods or the like, including, without limitation, processes, methods of manufacture, distribution or management and products. I understand that I may also develop inventions on Company time or with Company resources. I will promptly and fully disclose to the President or Vice President of the Company or an official designated by either, any and all inventions or discoveries, conceived, discovered or made by me, either alone or jointly with others, whether patentable or unpatentable, during my employment or within six months thereafter, if such inventions were made with Company equipment, supplies, facilities, or Company trade secret or proprietary information, or if the invention relates directly to the business or demonstrably anticipated research or development of the Company or results from work performed by me for the Company. I agree to assign, and by these presents do thereby assign and transfer, all of my entire right, title and interest in and to all such inventions to Company, its successors, assigns or nominees. I will fully cooperate with the Company and its nominees securing letters patent for any such inventions in any location upon the Company's request to do so, and at the Company's expense. Any inventions not created on Company time or with Company resources and not pertaining to Company business shall be my sole property. As a matter of record, the attached Exhibit A constitutes a complete list of all inventions which I have made heretofore and which I desire shall be excluded from the provisions of this Agreement.

[REDACTED]

REDACTED

[REDACTED]

REDACTED

[REDACTED]

REDACTED

[REDACTED]

REDACTED

[REDACTED]

REDACTED

Robert A. Luff  
EMPLOYEE SIGNATURE

3-21-02  
DATE

Robert A. Luff  
TYPED NAME

Rev. 7/97

EXHIBIT A

LIST INVENTIONS:

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EXHIBIT B

LIST RELATIVES OR FRIENDS EMPLOYED IN THE MEDIA FIELD:

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