

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
WILLIAM K. KRUG	01/09/2008
JAMES ZHANG	01/09/2008
RECEIVING PARTY DATA	
Name:	ARBITRON, INC.
Street Address:	9705 PATUXENT WOODS DRIVE
City:	COLUMBIA
State/Country:	MARYLAND
Postal Code:	21046
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14577888
CORRESPONDENCE DATA	
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Address Line 4:	CHICAGO, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	20271/ARB201US02
NAME OF SUBMITTER:	MICHAEL J. LENISA
SIGNATURE:	/Michael J. Lenisa/
DATE SIGNED:	10/09/2015
Total Attachments: 6	
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ASSIGNMENT

THIS ASSIGNMENT, by WILLIAM K. KRUG, addressed c/o Arbitron, Inc., 9705 Patuxent Woods Drive, Columbia, MD 21046; and JAMES ZHANG, addressed c/o Arbitron, Inc., 9705 Patuxent Woods Drive, Columbia, MD 21046 (hereinafter referred to as Assignors);

WHEREAS, Assignors have invented certain new and useful inventions entitled DATA CAPTURE BRIDGE, set forth in an application for Letters Patent of the United States filed on December 31, 2007 as U.S. Patent Application Serial No.

_____ ; and

WHEREAS, Arbitron, Inc., a corporation organized under and pursuant to the laws of Delaware and having a place of business at 9705 Patuxent Woods Drive, Columbia, MD 21046 (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions, and improvements thereon, and in and to said application for Letters Patent of the United States, and any Letters Patent of the United States, and of foreign jurisdictions, to be obtained therefor and thereon, as well as the right of action and all other rights, including the right to sue or otherwise bring action and to collect and receive damages therefrom for past infringement thereof, and to collection of reasonable royalties based on provisional rights thereof;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) in hand paid, and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions

and said improvements and said application for Letters Patent, and in and to any and all patent applications claiming priority therefrom including, but not limited to, all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under all available International Agreements, Treaties and Conventions for the protection of intellectual property in its various forms in every participating country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said inventions and improvements in any foreign country including, but not limited to, all divisions, continuations, continuations-in-part thereof, and further including, but not limited to, extensions, renewals, substitutes and reissues granted for said inventions and improvements in any foreign country, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which such Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made;

AND for the same consideration, Assignors hereby sell, assign, transfer and set over to Assignee, any and all claims and demands that Assignors may have against any person or entity relating to the right, title and interest in and to said inventions and improvements thereon, and said application for Letters Patent of the United States, and any Letters Patent of the United States, and of foreign jurisdictions, or other rights to be obtained therefor and thereon, including but not limited to, any claim of infringement of rights, including provisional rights, whether heretofore or hereafter accrued, together with the right to retain for Assignee any and all sums that Assignee

may obtain or recover as a result of the assertion or enforcement of any such claim or demand;

AND for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said inventions and improvements thereon, and said application for Letters Patent above-mentioned, and any Letters Patent of the United States and of any foreign jurisdiction to be obtained therefor and thereon, and that the same are unencumbered, and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth;

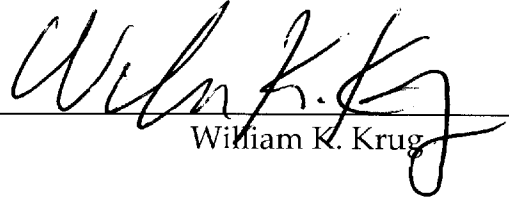
AND for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable;

AND for the same consideration, Assignors hereby authorize and request the United States Commissioner for Patents, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to Assignee, for the sole use and benefit of Assignee, its successors, legal representatives and assigns;

AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

Date:

1/9/08

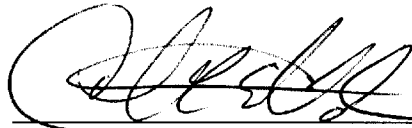

William K. Krug

United States of America)

State of _____) ss.:

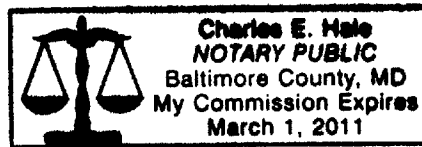
County of _____)


On this 9 day of January, 2008, before me
personally came William K. Krug, to me known to be the
person described herein and who executed the foregoing instrument, and
acknowledged execution of the same.



Notary Public

My commission expires:




James Zhang

On this 9 day of January, 2008, before me personally came James Zhang, to me known to be the person described herein and who executed the foregoing instrument, and acknowledged execution of the same.



Notary Public
My commission expires:

