

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3761073

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| NETRATINGS, LLC | 09/30/2009 |
| RECEIVING PARTY DATA | |
| Name: | THE NIELSEN COMPANY (US), LLC |
| Street Address: | 150 NORTH MARTINGALE ROAD |
| City: | SCHAUMBURG |
| State/Country: | ILLINOIS |
| Postal Code: | 60173 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 14451224 |
| CORRESPONDENCE DATA | |
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| <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> | |
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| ATTORNEY DOCKET NUMBER: | 20184/NNR15US03 |
| NAME OF SUBMITTER: | ERIC A. ZELEPUGAS |
| SIGNATURE: | /Eric A. Zelepugas/ |
| DATE SIGNED: | 02/29/2016 |
| Total Attachments: 2 | |
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| source=20184-NNR15US02_InterCorp_Assignment#page2.tif | |

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, NetRatings, LLC, a Delaware Limited Liability Company, having a place of business at 770 Broadway, New York, New York, 10003 (hereinafter "Assignor") hereby assigns to The Nielsen Company (US), LLC, a Delaware Limited Liability Company, having a place of business at 150 North Martingale Road, Schaumburg, Illinois 60173, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in the patents and applications for Letters Patent of the United States identified in the attached Exhibit A, and in said patents, patent applications and any and all other patent applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

WITNESS my hand this 30th day of September, 2009.

NetRatings, LLC

By:

Gene Potkay
Gene Potkay
Senior Vice President, Intellectual Property

State of New Jersey

County of Morris

On this 30th day of September, 2009, before me, a Notary Public in and for the County and State aforesaid, appeared Gene Potkay, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

Notary Public:

Rubén D. Camacho, Jr.

My Commission Expires:

October 28, 2013

RUBEN D. CAMACHO, JR.
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES OCTOBER 28, 2013

Exhibit A

| Patent/Application Serial Number | Date | Title | Attorney Docket Number |
|----------------------------------|------------|---|------------------------|
| 5,675,510 | 10/7/1997 | COMPUTER USE METER AND ANALYZER | 20184/NNR1 |
| 6,115,680 | 9/5/2000 | COMPUTER USE METER AND ANALYZER | 20184/NNR1US-A |
| 10/544,118 | 4/18/2007 | METHOD AND SYSTEM OF MEASURING AND RECORDING USER DATA IN A COMMUNICATIONS NETWORK | 20184/NNR3US |
| 09/695,216 | 10/25/2000 | SYSTEM AND METHOD FOR ESTIMATING PREVALENCE OF DIGITAL CONTENT ON WORLD-WIDE-WEB | 20184/NNR11US |
| 6,611,839 | 8/26/2003 | COMPUTER IMPLEMENTED METHODS FOR DATA MINING AND THE PRESENTATION OF BUSINESS METRICS FOR ANALYSIS | 20184/NNR12 |
| 6,643,635 | 11/4/2003 | METHODS FOR DYNAMICALLY ACCESSING, PROCESSING, AND PRESENTING DATA ACQUIRED FROM DISPARATE DATA SOURCES | 20184/NNR13US |
| 6,775,675 | 8/10/2004 | METHODS FOR ABSTRACTING DATA FROM VARIOUS DATA STRUCTURES AND MANAGING THE PRESENTATION OF THE DATA | 20184/NNR14 |
| 10/202,338 | 7/24/2002 | SYSTEM AND METHOD FOR MONITORING SECURE DATA ON A NETWORK | 20184/NNR15US |
| 6,959,306 | 10/25/2005 | METHODS FOR DYNAMICALLY ACCESSING, PROCESSING, AND PRESENTING DATA ACQUIRED FROM DISPARATE DATA SOURCES | 20184/NNR13US-A |