

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	SIMON MICHAEL ROWE	05/30/2012
RECEIVING PARTY DATA		
Name:	GOOGLE INC.	
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PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	15074313	
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ATTORNEY DOCKET NUMBER:	098981-4450	
NAME OF SUBMITTER:	JOHN D. LANZA	
SIGNATURE:	/John D. Lanza/	
DATE SIGNED:	03/18/2016	
Total Attachments: 1		
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ASSIGNMENT

WHEREAS, I, **Simon Michael Rowe**, citizen of United Kingdom, residing in Berkshire, United Kingdom, ASSIGNOR, am the inventor of the invention in **Method and System for Correlating TV Broadcasting Information with TV Panelist Status Information**, described in an application for a Patent of the United States

- ☒ which is executed on ☒ even date herewith
☒ which is identified by Morgan, Lewis & Bockius LLP docket no. 60963-5776-US
☐ which was filed on _____, Application No. _____
☐ which claims priority on U.S. Provisional Patent Application No(s). _____
☒ I hereby authorize and request my attorney, Douglas J. Crisman, of Morgan, Lewis & Bockius LLP, to insert here in parenthesis (Application number 131531413, filed JUNE 22, 2012) the filing date and application number of said application when known.

and WHEREAS, **GOOGLE INC.**, ASSIGNEE, having a place of business at 1600 Amphitheatre Parkway, Mountain View, California 94043, is desirous of obtaining my entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, the said ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, my entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and any substitute applications therefore, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; the said United States provisional patent application(s), if any, on which the said United States application claims priority; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application and said United States provisional patent application(s), if any, under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant and agree that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year set opposite my respective signature.

Date

30/6/12

 Simon Michael Rowe

L.S.