

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT4109868

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
THE NIELSEN COMPANY INC.	09/30/2008
RECEIVING PARTY DATA	
Name:	NIELSEN MEDIA RESEARCH, INC.
Street Address:	770 BROADWAY
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10003
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15299652
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:	20004/320US05
NAME OF SUBMITTER:	STEVEN L. WEBB
SIGNATURE:	/Steven L. Webb/
DATE SIGNED:	10/24/2016
Total Attachments: 2	
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source=2_320US_Executed_Assignment_TNC_to_NMR_100108#page2.tif	

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, The Nielsen Company (U.S.), Inc., a New York corporation, having a place of business at 770 Broadway, New York, New York 10003, (hereinafter "Assignor") hereby assigns to Nielsen Media Research, Inc., a Delaware Corporation having a place of business at 770 Broadway, New York, New York 10003, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements disclosed in the patent applications for Letters Patent of the United States (which may be a Patent Cooperation Treaty international application designating the United States) identified in the APPENDIX A attached hereto and in said applications and any and all other applications, United States, international and/or foreign, which the undersigned may file, either solely or jointly with others, on said inventions or improvements, and in any and all Letters Patent of the United States and/or 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.

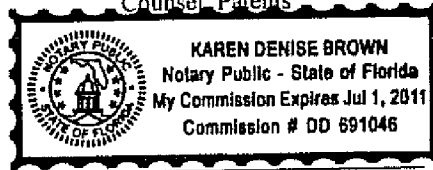
WITNESS my hand this 30th day of Sept., 2008.

The Nielsen Company (U.S.), Inc.

By: Kim A. Jacklin
Kim A. Jacklin
Vice President and Associate General
Counsel, Patents

State of FLORIDA

County of Pinellas



On this 30 day of September, 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Kim A. Jacklin, 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:

My Commission Expires:

Karen Denise Brown
July 1, 2011

APPENDIX A

Serial No.	Filing Date	Title	Atty. Docket No.
11/866,335	October 2, 2007	Methods and Systems to Retrieve Information From Data Sources	20070/337US
12/106,040	April 18, 2008	Methods and Apparatus for Metering Portable Media Players	20004/320US
12/164,967	June 30, 2008	Methods and Apparatus to Collect Media Exposure Information	20004/386US
60/936,390	June 20, 2007	Methods and Apparatus to Meter Video Game Play	20004/344-PROV
12/023,844	January 31, 2008	Methods and Apparatus to Meter Video Game Play	20004/344-US
60/925,233	April 18, 2007	Methods and Apparatus to Facilitate Sales Estimates	20070/352-PROV
11/923,141	October 24, 2007	Methods and Apparatus for Detecting On-Screen Media Sources	20004/325-US