

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MATTHEW L. MALLOY	11/23/2016
PAUL BARFORD	11/22/2016
RECEIVING PARTY DATA	
Name:	COMSCORE, INC
Street Address:	11950 DEMOCRACY DRIVE
Internal Address:	SUITE 600
City:	RESTON
State/Country:	VIRGINIA
Postal Code:	20190
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15369512
CORRESPONDENCE DATA	
Fax Number:	(202)861-1783
<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>	
Phone:	2028611500
Email:	patents@bakerlaw.com
Correspondent Name:	HUSSEIN AKHAVANNIK
Address Line 1:	1050 CONNECTICUT AVENUE, NW
Address Line 2:	SUITE 1100
Address Line 4:	WASHINGTON, D.C. 20036-5304
ATTORNEY DOCKET NUMBER:	48270.22120
NAME OF SUBMITTER:	HUSSEIN AKHAVANNIK
SIGNATURE:	/Hussein Akhavannik/
DATE SIGNED:	12/05/2016
Total Attachments: 2	
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ASSIGNMENT

WHEREAS WE,

Matthew L. MALLOY
11950 Democracy Drive
Suite 600
Reston, VA 20190

Paul BARFORD
11950 Democracy Drive
Suite 600
Reston, VA 20190

respectively ("Assignor"), have made a certain new and useful invention as set forth in an application for United States Letters Patent entitled:

SYSTEMS AND METHODS FOR TRANSMITTING CONTENT BASED ON CO-LOCATION
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filed December 5, 2016, Application no. 15/369,512.

AND WHEREAS,

comScore, Inc. 11950 Democracy Drive Suite 600 Reston, VA 20190 703 438 2000

respectively ("Assignee"), is desirous of acquiring the entire right, title and interest in and to said invention and application, and in and to any and all Letters Patent of any country which may be obtained therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention and application, including the right to claim priority under 35 U.S.C. §119 and/or §120 the right to sue for past infringement, as set forth in the above mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and all foreign countries which may be issued for said invention;

UPON SAID CONSIDERATION, Assignor hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with these presents, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such

additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States and all foreign countries on said invention, and in enforcing any rights or chooses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of Assignor and Assignee;

This Assignment may be executed in counterparts and all such counterparts shall constitute one and the same instrument; and

AND Assignor requests the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

11/23/16
Date


Matthew L. MALLOY

11/22/2016
Date


Paul BARFORD