

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT6556526

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BRIAN FUHRER	01/14/2008
MORRIS LEE	01/08/2008
ALEXANDER TOPCHY	01/08/2008
RECEIVING PARTY DATA	
Name:	THE NIELSEN COMPANY
Street Address:	770 BROADWAY
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10003
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17138475
CORRESPONDENCE DATA	
Fax Number:	(312)580-9696
<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:	3125801020
Email:	hwhite@hfzlaw.com,rconley@hfzlaw.com
Correspondent Name:	HANLEY, FLIGHT & ZIMMERMAN, LLC
Address Line 1:	150 S WACKER DR
Address Line 2:	SUITE 2200
Address Line 4:	CHICAGO, ILLINOIS 606064103
ATTORNEY DOCKET NUMBER:	20004/342US03
NAME OF SUBMITTER:	ROBERT A. CONLEY
SIGNATURE:	/Robert A. Conley/
DATE SIGNED:	02/17/2021
Total Attachments: 6	
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PATENTS ONLY

03-18-2008



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<p>1. Name of party or parties conveying an interest:</p> <p>Alexander Topchy Brian Fuhrer Morris Lee</p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: The Nielsen Company a Delaware corporation 770 Broadway New York, New York 10003</p>
<p>3. Description of the interest conveyed:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement</p> <p>Execution Dates: January 8, 2008; January 14, 2008</p>	<p>Other:</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">RECEIVED MAR 17 AM 10:26 OPR/FINANCE</p>
<p>4. Application number(s) or patent number(s). Additional sheet attached? YES ___ NO <u>X</u></p> <p>A. Patent Application no.(s): 11/966,414 filed December 28, 2007</p>	<p>If the document is being filed together with a new application, the execution date of the application is:</p> <p>B. Patent no.(s):</p>
<p>5. Name and address of party to whom correspondence concerning this cover sheet should be mailed:</p> <p>Name: Peter J. Cesarz Reg. No. 61,190 HANLEY, FLIGHT & ZIMMERMAN, LLC 150 S. Wacker Drive, Suite 2100 Chicago, Illinois 60606</p>	<p>6. Number of applications and/or patents identified on this cover sheet: 1</p> <p>7. Amount of fee enclosed or authorized to be charged: \$40.00</p> <p>8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455</p>

9. To the best of my knowledge and belief, the information contained on this cover sheet is true and correct and any copy submitted is a true copy of the original document. I hereby certify that this paper is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:

Date: MARCH 11, 2008

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Peter J. Cesarz
Registration No.: 61,190

Total number of pages including cover sheet, attachments, and document: 6

ASSIGNMENT

Serial No: 11/966,414
Filed: December 28, 2007
Title: SYSTEMS AND METHODS TO PRE-SCALE MEDIA CONTENT TO FACILITATE AUDIENCE MEASUREMENT

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to The Nielsen Company, a Delaware corporation, 770 Broadway, New York, New York, 10003 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States (which may be a Patent Cooperation Treaty international application designating the United States) and in said application 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 invention 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.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of any such application(s) when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all international, divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all

On this ____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Morris Lee, 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.

My Commission Expires: _____

Notary Public: _____

* * * * *

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Alexander Topchy

On this 14 day of January, 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Alexander Topchy, 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.

My Commission Expires: July 1, 2011

Notary Public: Karen Denise Brown

* * * * *

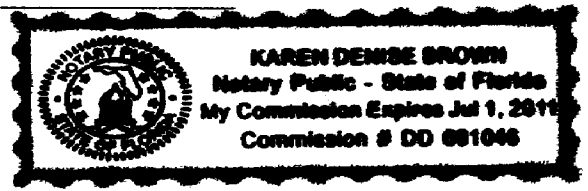
affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this 14 day of January, 2008

State of Florida

County of Pinellas

Brian Fuhrer
Brian Fuhrer



On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Brian Fuhrer, 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.

My Commission Expires: _____

Notary Public: _____

* * * * *

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Morris Lee

affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Brian Fuhrer

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Brian Fuhrer, 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.

My Commission Expires: _____

Notary Public: _____

* * * * *

WITNESS my hand this 8 day of January, 2008

State of Florida

County of Pinellas

Morris Lee
Morris Lee

On this 8 day of January, 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Morris Lee, 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.

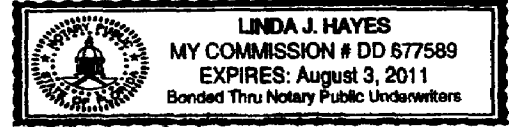
WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

8/3/11

Notary Public:

Linda J Hayes



WITNESS my hand this 8 day of January, 2008

State of Florida

County of Pinellas

Alexander Topchy

On this 8 day of January, 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Alexander Topchy, 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.

My Commission Expires:

Linda J Hayes

Notary Public:

8/3/11