

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Termination and Release of Security Interest in Patents and Trademarks

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Bank of America, N.A.		09/26/2013	national banking association: UNITED STATES

**RECEIVING PARTY DATA**

<b>Name:</b>	comScore, Inc.
<b>Street Address:</b>	11950 Democracy Drive
<b>Internal Address:</b>	Suite 600
<b>City:</b>	Reston
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	20190
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>Name:</b>	RSC The Quality Measurement Company
<b>Street Address:</b>	11950 Democracy Drive
<b>Internal Address:</b>	Suite 600
<b>City:</b>	Reston
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	20190
<b>Entity Type:</b>	CORPORATION: INDIANA

<b>Name:</b>	CSWS, Inc.
<b>Street Address:</b>	11950 Democracy Drive
<b>Internal Address:</b>	Suite 600
<b>City:</b>	Reston
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	20190
<b>Entity Type:</b>	CORPORATION: VIRGINIA

PROPERTY NUMBERS Total: 27

OP \$690.00 2556866

Property Type	Number	Word Mark
Registration Number:	2556866	COMSCORE
Registration Number:	4113150	SEARCH PLANNER
Registration Number:	4119585	DIGITAL ANALYTIX
Registration Number:	3332499	METRIX
Registration Number:	3081794	COGNOGRAPHICS
Registration Number:	2917173	COMSCORE NETWORKS
Registration Number:	3793521	MOBILENS
Registration Number:	2521558	MYMETRIX
Registration Number:	2303265	MEDIA METRIX
Registration Number:	3456910	XPLORE
Registration Number:	3207312	ARS CONTEXT
Registration Number:	4119697	SOCIAL ESSENTIALS
Registration Number:	4010174	UDM
Registration Number:	4126725	UNIFIED
Registration Number:	2678420	PPD
Registration Number:	3857435	COLOR-SENSE EMOTION
Registration Number:	3306463	C2C
Registration Number:	3186136	OUTLOOK
Registration Number:	2425588	E E-TRENDS
Registration Number:	2396885	RELEVANT KNOWLEDGE
Registration Number:	2626109	VOICEFIVE
Registration Number:	2905719	ARS WOWWWW
Registration Number:	2999153	APM
Registration Number:	2938072	ARS WOWWWW CI
Registration Number:	3076427	HEARTZONE
Registration Number:	3071062	MINDZONE
Serial Number:	85346086	SHARE OF CHOICE

**CORRESPONDENCE DATA**

Fax Number: 9192868199

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 919 286-8000

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Correspondent Name: Moore & Van Allen PLLC

Address Line 1: 430 Davis Drive

**TRADEMARK**  
**REEL: 005119 FRAME: 0874**

Address Line 2: Suite 500  
Address Line 4: Morrisville, NORTH CAROLINA 27560

ATTORNEY DOCKET NUMBER: 017625-4845 JES

NAME OF SUBMITTER: John E. Slaughter

Signature: /John E. Slaughter/

Date: 09/30/2013

**Total Attachments: 6**

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**TERMINATION AND RELEASE OF SECURITY INTEREST  
IN PATENTS AND TRADEMARKS**

This **TERMINATION AND RELEASE OF SECURITY INTEREST IN PATENTS AND TRADEMARKS**, dated as of September 26, 2013 ("Release"), is made by **BANK OF AMERICA, N.A.**, a national banking association ("Lender") in favor of **COMSCORE, INC.**, a Delaware corporation ("Borrower"), **RSC THE QUALITY MEASUREMENT COMPANY**, an Indiana corporation, and **CSWS, INC.**, a Virginia corporation (collectively with the Borrower, the "Grantor").

**WHEREAS**, pursuant to that certain Credit and Security Agreement dated as of June 30, 2011 (as amended, restated, supplemented, modified, extended, renewed or replaced from time to time, the "Credit Agreement") by and between the Borrower and the Lender, and the Intellectual Property Security Agreement dated as of June 30, 2011 ("IP Security Agreement") by and among the Grantor and the Lender, Grantor granted to the Lender a security interest in all of Grantor's right, title and interest in, to, and under all the Intellectual Property Collateral; and

**WHEREAS**, the IP Security Agreement was recorded at the United States Patent and Trademark Office ("USPTO") on July 6, 2011 at Reel 026551 Frame 0900 and July 6, 2011 at Reel 4586 Frame 0721.

**NOW THEREFORE**, in consideration of the mutual promises and undertakings set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and with the intention of being legally bound hereby, Lender and Grantor agree as follows:

**SECTION 1. Defined Terms.** All capitalized terms used herein but not otherwise defined herein have the meanings given to them in the Credit Agreement or IP Security Agreement.

**SECTION 2. Termination and Release.** Lender, without representation, warranty, or recourse, hereby:

(a) terminates, cancels, discharges, and releases the mortgage, pledge, and hypothecation and lien on and security interest in and to the right, title, and interest in, to, and under all the Intellectual Property Collateral, including, but not limited to, the foregoing listed on Schedule A attached hereto, granted pursuant to the Credit Agreement; and

(b) authorizes the recordation of this Release with the USPTO at Grantor's expense.

**SECTION 3. Choice of Law.** This Release shall be governed by and construed in accordance with the laws of the State of New York.

**SECTION 4. Acknowledgement.** The release of security interest granted herein expressly does not include a release of the security interest granted by Grantor pursuant to the Security and Pledge Agreement dated as of September 26, 2013 (as amended, restated, supplemented, modified, extended, renewed or replaced from time to time) by and among the Obligors party thereto (as defined therein) and Bank of America, N.A., in its capacity as administrative agent thereto.

IN WITNESS WHEREOF, the Lender has caused this Termination and Release of Security Interest in Patents to be duly executed as of the date first set forth above.

Lender:

**BANK OF AMERICA, N.A.**

By: 

Name: Michael D. Brannan

Title: Sr. Vice President

TR1857397

**TRADEMARK**  
**REEL: 005119 FRAME: 0877**

**Schedule A**

**U.S. Patents Subject to Security Interest  
Granted by comScore, Inc., RSC The Quality Management Company, and CSWS, Inc.  
In Favor of Bank of America, N.A.**

**Recorded July 6, 2011 at Reel 026551 Frame 0900**

**Issued Patents**

<b>Title</b>	<b>Patent No.</b>	<b>Issue Date</b>
QUERYING WIRELESS NETWORK OFFERINGS	8185607	05/22/12
DETECTING CONTENT AND USER RESPONSE TO CONTENT	8060601	11/15/11
DETECTING CONTENT AND USER RESPONSE TO CONTENT	7996519	08/09/11
SYSTEMS FOR AND METHODS OF USER DEMOGRAPHIC REPORTING USABLE FOR IDENTIFYING USERS AND COLLECTING USAGE DATA	7930285	04/19/11
SYSTEMS FOR AND METHODS OF PLACING USER IDENTIFICATION IN THE HEADER OF DATA PACKETS USABLE IN USER DEMOGRAPHIC REPORTING AND COLLECTING USAGE DATA	7493655	02/17/09
SYSTEMS AND METHODS FOR USER IDENTIFICATION, USER DEMOGRAPHIC REPORTING AND COLLECTING USAGE DATA USING BIOMETRICS	7260837	08/21/07
SYSTEMS AND METHODS FOR COLLECTING CONSUMER DATA	7181412	02/20/07
DATA TRANSFER FOR NETWORK INTERACTION FRAUDULENCE DETECTION	7801985	09/21/10
NETWORK INTERACTION ANALYSIS	7685275	03/23/10
SYSTEM AND METHOD TO QUERY WIRELESS NETWORK OFFERINGS	7702317	04/20/10
ACQUIRING, STORING, AND CORRELATING PROFILE DATA OF CELLULAR MOBILE COMMUNICATIONS SYSTEM'S USERS TO EVENTS	7849154	12/07/10

**Pending Applications**

<b>Title</b>	<b>Appl. No.</b>	<b>Filing Date</b>
MEASUREMENTS BASED ON PANEL AND CENSUS DATA	12871385 20110246641	08/30/10
DETERMINING USAGE OF COMPUTING DEVICES THAT STORE STATE INFORMATION ON HOST COMPUTER SYSTEMS	12883505 20110093589	09/16/10
DETERMINING CLIENT SYSTEM ATTRIBUTES	12879568 20110087780	09/10/10
DETERMINING PROJECTION WEIGHTS BASED ON A CENSUS DATA	12752231 20110004682	04/01/10
USER IDENTIFICATION IN THE HEADER OF DATA PACKETS	12347464 20090112703	12/31/08
ACQUIRING, STORING, AND CORRELATING PROFILE	12961092	12/06/10

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**TRADEMARK  
REEL: 005119 FRAME: 0878**

DATA OF CELLULAR MOBILE COMMUNICATIONS SYSTEM'S USERS TO EVENTS	20110078279	
DATA TRANSFER FOR NETWORK INTERACTION FRAUDULENCE DETECTION	12859150 20110208827	08/18/10
NETWORK INTERACTION MONITORING APPLIANCE	11986311 20080189409	11/19/07
USING A REASON CODE TO INDICATE A REASON FOR A RATING OF A NETWORK INTERACTION	11890312 20090037208	08/03/07
NETWORK INTERACTION CORRELATION	11640125 20080147499	12/15/06
ANALYZING REQUESTS FOR DATA MADE BY USERS THAT SUBSCRIBE TO A PROVIDER OF NETWORK CONNECTIVITY	12166749	07/02/08
CAPTURE OF INFORMATION ASSOCIATED WITH COMPONENTS DISPLAYED IN A RENDERED WEB PAGE	12100944	04/10/08
DETECTING ADVERTISING CONTENT AND USER RESPONSE TO ADVERTISING CONTENT	11842848	08/21/07

**Assigned Patent**

Title	Patent No.	Issue Date
METHOD AND APPARATUS FOR DETERMINING BRAND PREFERENCE	8160918	04/17/12

**Assigned Applications**

Title	Appl. No.	Filing Date
SYSTEM AND METHOD FOR MEASURING USER RESPONSE	12429733 20090271740	04/24/09
SYSTEM AND METHOD FOR DETERMINING AN ADVERTISEMENT PLAN	10967507	

**Dead Applications**

Title	Appl. No.	Filing Date
SYSTEMS AND METHODS FOR USER IDENTIFICATION, USER DEMOGRAPHIC REPORTING AND COLLECTING USAGE DATA USING BIOMETRICS	11836075 20070276940	08/08/07
SELECTIVE MOBILE METERING	12730451 20100251270	03/24/10
DETERMINATION OF DESTINATION WEBPAGES (PRIMER PAGE)	12253132	10/16/08
DETERMINING EFFECTIVENESS OF ADVERTISING CAMPAIGNS (RUSSIAN DOLL 2)	12698454	02/02/10
AD EFFECTIVENESS WITHOUT CONTROL GROUP	61266425	12/03/09
AD EFFECTIVENESS WITHOUT CONTROL GROUP	61348079	05/25/10
MULTI-PARTY USER INTENT TERM ANALYSIS	61295998	01/18/10
MEASUREMENTS BASED ON PANEL AND CENSUS DATA	61320953	04/05/10
MEASUREMENTS BASED ON PANEL AND CENSUS	61328909	04/28/10

DATA		
DETECTING VISIBLE DISPLAY OF CONTENT	61374393	08/17/10
DETECTING VISIBLE DISPLAY OF CONTENT	61374402	08/17/10
NETWORK INTERACTION MONITORING APPLIANCE	11640442	
DATA TRANSFER FOR NETWORK INTERACTION FRAUDULENCE DETECTION	11728033	
DETERMINATION AND APPLICATION OF CLICK QUALITY	12077947	
SYSTEM FOR PROVIDING LOW PRICING FOR AN ITEM ABOUT TO BE PURCHASED	12460673	
ADJUSTMENT OF KEYWORD BIDS BASED ON A TRAFFIC MODEL	12772103	
METHOD AND APPARATUS FOR MEASURING USER RESPONSE	61125571	
METHOD, APPARATUS, AND SYSTEM FOR MULTI- CONTACT, VEILED RESPONDENT EXPERIENCES	61454879	

**U.S. Trademarks Subject to Security Interest**  
**Granted by comScore, Inc., RSC The Quality Management Company, and CSWS, Inc.**  
**In Favor of Bank of America, N.A.**  
**Recorded July 6, 2011 at Reel 4586 Frame 0721**

**Registered Marks**

Mark	Reg. No.	Reg. Date
COMSCORE	2556866	04/02/02
SEARCH PLANNER	4113150	03/13/12
DIGITAL ANALYTIX	4119585	03/27/12
METRIX	3332499	11/06/07
COGNOGRAPHICS	3081794	04/18/06
COMSCORE NETWORKS and Design	2917173	01/11/05
MOBILENS	3793521	05/25/10
MYMETRIX	2521558	12/25/01
MEDIA METRIX	2303265	12/28/99
XPLORE	3456910	07/01/08
ARS CONTEXT	3207312	02/13/07
SOCIAL ESSENTIALS	4119697	03/27/12
UDM	4010174	08/09/11
UNIFIED	4126725	04/10/12

**Assigned Marks**

Mark	Reg. No.	Reg. Date
PPD	2678420	01/21/03
COLOR-SENSE EMOTION	3857435	10/05/10
C2C	3306463	10/09/07
OUTLOOK	3186136	12/19/06



**Dead Marks**

<b>Mark</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
E E-TRENDS	2425588	01/30/01
RELEVANT KNOWLEDGE	2396885	10/24/00
VOICEFIVE	2626109	09/24/02
ARS WOWWW	2905719	11/30/04
APM	2999153	09/20/05
ARS WOWWW CI	2938072	04/05/05
HEARTZONE	3076427	04/04/06
MINDZONE	3071062	03/21/06

**Dead Application**

<b>Title</b>	<b>Appl. No.</b>	<b>Filing Date</b>
SHARE OF CHOICE	85346086	06/14/11