

COMSCORE, INC.  
Form 3  
February 02, 2016

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Rosenthal Brent David		(Month/Day/Year)	COMSCORE, INC. [SCOR]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
67 PARK PLACE,Â C/O WR			(Check all applicable)	
HUFF ASSET MANAGEMENT			<input checked="" type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(Street)			<input type="checkbox"/> Officer	<input type="checkbox"/> Other
MORRISTOWN,Â NJÂ 07960			(give title below)	(specify below)
(City)	(State)	(Zip)	6. Individual or Joint/Group Filing(Check Applicable Line)	
			<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> Form filed by More than One Reporting Person	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	69,440	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Title			

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	Expiration Date	Amount or Number of Shares	or Indirect (I) (Instr. 5)
Stock Option Right to Buy	12/23/2011 <sup>(1)</sup> 12/23/2020	Common Stock 28,750 \$ 25.86 <sup>(2)</sup>	D Â
Stock Option Right to Buy	08/30/2011 <sup>(3)</sup> 08/30/2021	Common Stock 21,350 \$ 13.1 <sup>(2)</sup>	D Â
Stock Option Right to Buy	08/23/2013 <sup>(4)</sup> 08/23/2022	Common Stock 17,450 \$ 15.34 <sup>(2)</sup>	D Â
Stock Option Right to Buy	08/23/2013 <sup>(4)</sup> 08/15/2023	Common Stock 13,369 \$ 20.11 <sup>(2)</sup>	D Â
Stock Option Right to Buy	08/13/2015 <sup>(5)</sup> 08/13/2024	Common Stock 6,057 \$ 40.8 <sup>(2)</sup>	D Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Rosenthal Brent David 67 PARK PLACE C/O WR HUFF ASSET MANAGEMENT MORRISTOWN, NJ 07960	Â X	Â	Â	Â

## Signatures

/s/ Christiana Lin, 02/01/2016  
Attorney-in-Fact

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Granted pursuant to the terms of Rentrak Corporation 2005 Stock Incentive Plan. Award vested in four equal installments on 12/23/2011, 12/23/2012, 12/23/2013 and 12/23/2014. Option is fully exercisable.
- (2) Exercise price reflects converted value pursuant to the acquisition of Rentrak Corporation.
- (3) Granted pursuant to the terms of Rentrak Corporation 2011 Stock Incentive Plan. Award vested fully on 08/30/2011. Option is fully exercisable.
- (4) Granted pursuant to the terms of Rentrak Corporation 2011 Stock Incentive Plan. Award vested fully on 08/23/2013. Option is fully exercisable.
- (5) Granted pursuant to the terms of Rentrak Corporation 2011 Stock Incentive Plan. Award vested fully on 08/13/2015. Option is fully exercisable.

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### Remarks:

This Form 3 is being filed in conjunction with Brent D. Rosenthal's appointment as a Director pursuant to the 2011 Stock Incentive Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.