

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Nathan Brixius</td> <td>03/23/2013</td> </tr> <tr> <td>Ross Link</td> <td>05/20/2013</td> </tr> </tbody> </table>		Name	Execution Date	Nathan Brixius	03/23/2013	Ross Link	05/20/2013				
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Nathan Brixius	03/23/2013										
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>The Nielsen Company (US), LLC, a Delaware Limited Liability Company</td> </tr> <tr> <td>Street Address:</td> <td>150 North Martingale Road</td> </tr> <tr> <td>City:</td> <td>Schaumburg</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60173</td> </tr> </table>		Name:	The Nielsen Company (US), LLC, a Delaware Limited Liability Company	Street Address:	150 North Martingale Road	City:	Schaumburg	State/Country:	ILLINOIS	Postal Code:	60173
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: 3125809696 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 312-580-1020 Email: ssalmon@hfzlaw.com Correspondent Name: Scott D. Salmon Address Line 1: 150 S Wacker Drive Address Line 2: Suite 2100 Address Line 4: Chicago, ILLINOIS 60606</p>											
ATTORNEY DOCKET NUMBER:	20004/93341US01										
NAME OF SUBMITTER:	Scott D. Salmon										
Signature:	/Scott D. Salmon/										
Date:	06/28/2013										

OP \$40.00 13835695

Total Attachments: 4

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ASSIGNMENT

Serial No: 13/835,695

Filed: March 15, 2013

Title: METHODS AND APPARATUS TO INCORPORATE SATURATION EFFECTS
INTO MARKETING MIX MODELS

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned assignor(s) hereby assign to The Nielsen Company (US), LLC, a Delaware Limited Liability Company, 150 North Martingale Road, Schaumburg, Illinois, 60173, (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 assignor(s) or the Assignee 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. This assignment includes all rights associated with said application including, without limitation, all patent right(s) in any and all countries and all right(s) to claim priority to and/or from said application in any and all countries. No rights whatsoever are reserved to the undersigned assignor(s) but instead all rights are hereby transferred to the Assignee. This assignment is governed by the Law of the State of Illinois, United States of America.

The undersigned assignor(s) hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned assignor(s) 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.

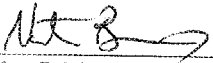
The undersigned assignor(s) warrants himself/herself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned assignor(s) 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 assignor(s) 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 assignor(s) 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 assignor(s) hereby agreeing to perform, upon request, any and all 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.

Assignor(s)

WITNESS my hand this 23 day of March, 2013.



Nathan Brixius

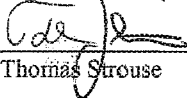
* * * * *

Assignor(s)

WITNESS my hand this 20th day of May, 2013
Ross Link

* * * * *

Assignee:

WITNESS my hand this 10 day of May, 2013

Thomas Strouse

* * * * *