

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3530597

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
<b>Name</b>		<b>Execution Date</b>
AFFINNOVA, INC.		09/09/2015
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	THE NIELSEN COMPANY (US), LLC	
<b>Street Address:</b>	85 BROAD STREET	
<b>City:</b>	NEW YORK	
<b>State/Country:</b>	NEW YORK	
<b>Postal Code:</b>	10004	
<b>PROPERTY NUMBERS Total: 34</b>		
<b>Property Type</b>	<b>Number</b>	
Application Number:	61787028	
Application Number:	14208041	
Application Number:	61788476	
Application Number:	61792525	
Application Number:	61792611	
Application Number:	14211788	
Application Number:	14208013	
Application Number:	60247271	
Application Number:	10053353	
Application Number:	10831881	
Application Number:	11229020	
Application Number:	11726350	
Application Number:	13282321	
Application Number:	13283121	
Application Number:	13283495	
Application Number:	10881154	
Application Number:	10852356	
Application Number:	61450531	
Application Number:	61450546	
Application Number:	61450559	

PATENT

Property Type	Number
Application Number:	61506503
Application Number:	13415720
Application Number:	13415732
Application Number:	13415739
Application Number:	13415748
Application Number:	13415757
Application Number:	61586434
Application Number:	13740699
Application Number:	61666525
Application Number:	61503337
Application Number:	11758877
Application Number:	61042318
Application Number:	12419060
Application Number:	13252466

#### CORRESPONDENCE DATA

**Fax Number:** (312)580-9696

*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.*

**Phone:** 3125801020

**Email:** dholzer@hfzlaw.com

**Correspondent Name:** HANLEY, FLIGHT & ZIMMERMAN, LLC

**Address Line 1:** 150 S. WACKER DRIVE, SUITE 2200

**Address Line 4:** CHICAGO, ILLINOIS 60606

**ATTORNEY DOCKET NUMBER:** 20281/US CASES

**NAME OF SUBMITTER:** PETER J. CESARZ

**SIGNATURE:** /Peter J. Cesarz/

**DATE SIGNED:** 09/17/2015

#### Total Attachments: 18

source=(1) Assignment - Sep 9, 2015#page1.tif

source=(2) Executed Merger Agreement (Redacted)#page1.tif

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source=(4) Certificate of Affinova Merger 141271180#page1.tif  
source=(4) Certificate of Affinova Merger 141271180#page2.tif  
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# ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Affinova, Inc., a Delaware Corporation, having a place of business at 265 Winter Street, Waltham, Massachusetts, 02451, (hereinafter "Assignor") hereby assigns to The Nielsen Company (US), LLC., a Delaware Limited Liability Company, having a place of business at 85 Broad Street, New York, New York 10004, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the assets identified in the attached schedule. The conveyance is inclusive of all inventions corresponding to the assets identified in the attached schedule, all priority rights in said assets, all rights to claim priority to or from said assets, all rights to file any additional patent application(s) anywhere in the world relating to said assets, all international patent application(s) relating to said assets, all patent application(s) filed in or to be filed in any country in the world relating to said assets or the inventions disclosed in said assets, all patent(s) issued or to be issued in any country in the world for said assets, and all reissue(s), reexamination(s), continuation(s), divisional(s) and/or extension(s) thereof relating to said assets. This assignment includes all rights associated with said assets including, without limitation, all patent right(s) in any and all countries and all right(s) to claim priority to and/or from any application(s) or patent(s) in any and all countries. No rights whatsoever are reserved to the undersigned Assignor, but instead all rights relating to the assets identified in the attached schedule are hereby transferred to, and accepted by, the Assignee. This assignment is governed by the Law of the State of Illinois, United States of America.

The undersigned hereby authorizes and requests that all Letters Patent be issued to said Assignee. The undersigned have authority to enter into this agreement on behalf of the entity for which he is an officer.

WITNESS my hand this 9<sup>th</sup> day of September, 2005

Affinova, Inc.

By:

Gene Potkay  
Gene Potkay  
Vice President, Affinova, Inc.

The Nielsen Company (US), LLC.

By:

Gene Potkay  
Gene Potkay  
Senior Vice President, Intellectual Property

**PATENT**

**REEL: 036590 FRAME: 0723**

AGREEMENT AND PLAN OF MERGER  
BY AND AMONG  
THE NIELSEN COMPANY (US), LLC,  
PROJECT APOLLO ACQUISITION CORP.,  
AFFINNOVA, INC.

AND

FLAGSHIP VENTURES MANAGEMENT, INC., as STOCKHOLDER REPRESENTATIVE

SEPTEMBER 29, 2014

## AGREEMENT AND PLAN OF MERGER

This Agreement and Plan of Merger (this "Agreement") is entered into as of September 29, 2014 by and among The Nielsen Company (US), LLC, a Delaware limited liability company (the "Buyer"), Project Apollo Acquisition Corp., a Delaware corporation and a direct wholly-owned subsidiary of the Buyer (the "Merger Sub"), Affinova, Inc., a Delaware corporation (the "Company")

REDACTED

## RECITALS

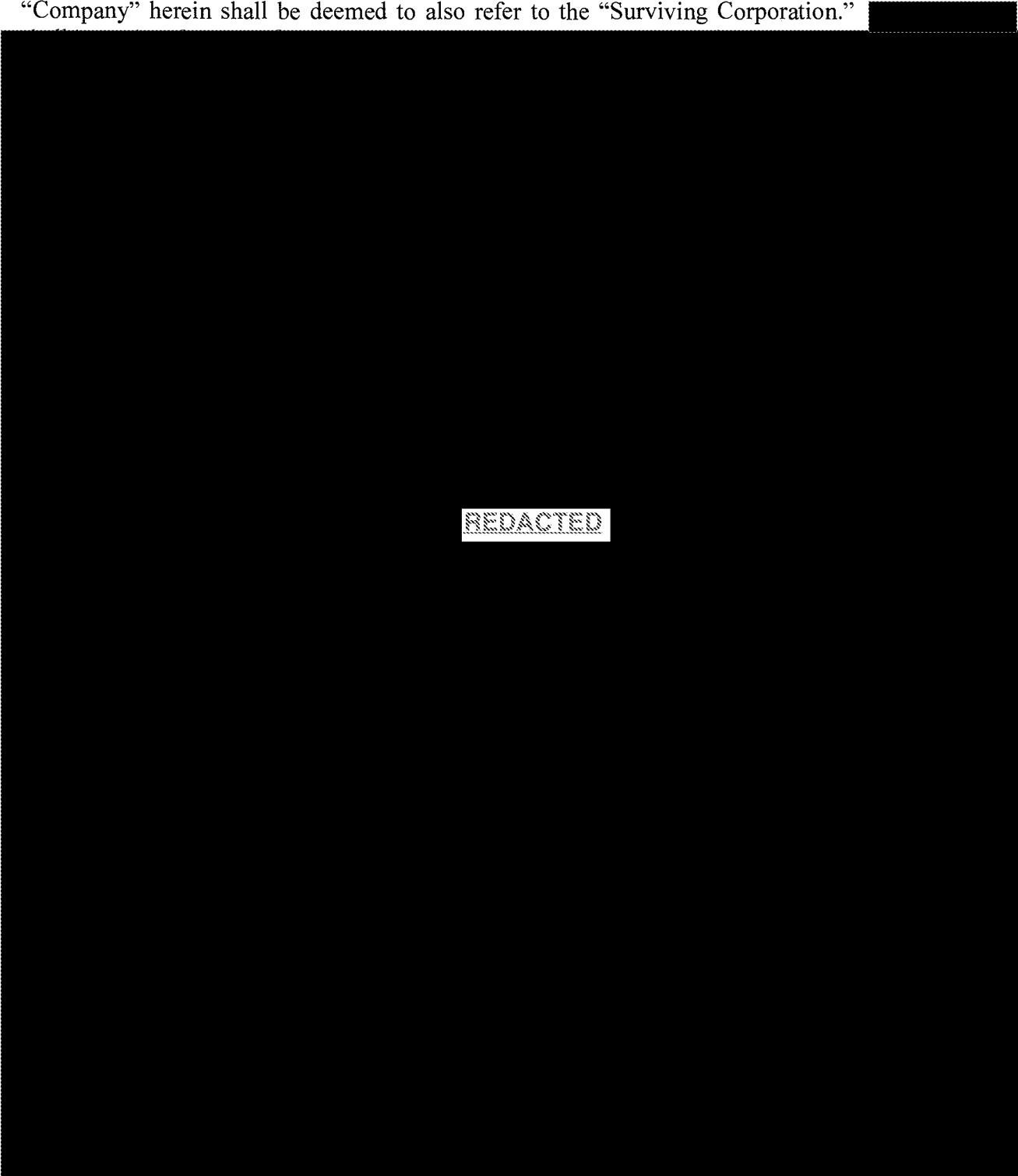
WHEREAS, the sole member of the Buyer and the board of directors of each of the Merger Sub and the Company have determined that an acquisition of the Company by the Buyer is advisable, fair to, and in the best interests of their respective companies and stockholders and, accordingly, have each approved the merger of the Merger Sub with and into the Company (the "Merger"), with the Company surviving such Merger as the Surviving Corporation, upon the terms and subject to the conditions set forth in this Agreement;

REDACTED

**NOW, THEREFORE**, in consideration of the representations, warranties and covenants herein contained, the Parties agree as follows.

**ARTICLE I**  
**THE MERGER**

1.1 The Merger. Upon and subject to the terms and conditions of this Agreement, the Merger Sub shall merge with and into the Company at the Effective Time. From and after the Effective Time, the separate corporate existence of the Merger Sub shall cease and the Company shall continue as the Surviving Corporation. From and after the Closing, references to "Company" herein shall be deemed to also refer to the "Surviving Corporation."



REDACTED

REDACTED

2.13 Intellectual Property.

(a) Section 2.13(a) of the Disclosure Schedule sets forth a complete and accurate list of each of the following included in the Company Intellectual Property that is owned or purported to be owned by the Company or any Subsidiary: (i) all issued patents, patent applications and invention disclosures; (ii) all trademark and service mark registrations and applications for registration and unregistered trademarks and service marks; (iii) all copyright registrations and applications for registration; and (iv) all domain names (all of the foregoing, collectively, the "Company Registered Intellectual Property"), indicating for items (i) through (iv), as applicable, the registered owner thereof, applicable jurisdiction, registration number (or application number) and date issued (or date filed).

REDACTED



IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first above written.


BUYER

THE NIELSEN COMPANY (US), LLC

By:   
Name: James A. Ross  
Title: Vice President

MERGER SUB

PROJECT APOLLO ACQUISITION  
CORP.

By:   
Name: James A. Ross  
Title: Vice President

COMPANY

AFFINNOVA, INC.

By: \_\_\_\_\_  
Name:  
Title:

The undersigned, Flagship Ventures Management, Inc., accepts its appointment as Stockholder Representative, with such rights and obligations provided for in this Agreement.

FLAGSHIP VENTURES MANAGEMENT,  
INC.

By: \_\_\_\_\_  
Name:  
Title:

[Signature page to Merger Agreement]

A/76328928.2

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first above written.

BUYER

THE NIELSEN COMPANY (US), LLC

By: \_\_\_\_\_  
Name:  
Title:

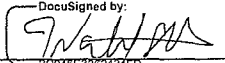
MERGER SUB

PROJECT APOLLO ACQUISITION  
CORP.

By: \_\_\_\_\_  
Name:  
Title:

COMPANY

AFFINNOVA, INC.

By:  \_\_\_\_\_  
Name:  
Title:

The undersigned, Flagship Ventures Management, Inc., accepts its appointment as Stockholder Representative, with such rights and obligations provided for in this Agreement.

FLAGSHIP VENTURES MANAGEMENT,  
INC.

By: \_\_\_\_\_  
Name:  
Title:

[Signature page to Merger Agreement]

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first above written.

BUYER

THE NIELSEN COMPANY (US), LLC

By: \_\_\_\_\_  
Name:  
Title:

MERGER SUB

PROJECT APOLLO ACQUISITION  
CORP.

By: \_\_\_\_\_  
Name:  
Title:

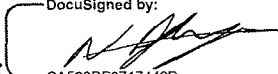
COMPANY

AFFINNOVA, INC.

By: \_\_\_\_\_  
Name:  
Title:

The undersigned, Flagship Ventures Management, Inc., accepts its appointment as Stockholder Representative, with such rights and obligations provided for in this Agreement.

FLAGSHIP VENTURES MANAGEMENT,  
INC.

DocuSigned by:  
  
By: \_\_\_\_\_  
Name:  
Title:

[Signature page to Merger Agreement]

COMPANY DISCLOSURE SCHEDULES  
TO  
AGREEMENT AND PLAN OF MERGER  
BY AND AMONG  
THE NIELSEN COMPANY (US), LLC,  
PROJECT APOLLO ACQUISITION CORP.,  
AFFINNOVA, INC.,  
AND  
FLAGSHIP VENTURES MANAGEMENT, INC., AS THE STOCKHOLDER REPRESENTATIVE  
SEPTEMBER 29, 2014

REDACTED

**Section 2.13(a): Intellectual Property**

Patents

Issued

Patent	Registered Owner	Jurisdiction	Patent Number	Date Issued
METHOD AND APPARATUS FOR DYNAMIC REAL-TIME MARKET SEGMENTATION	Affinova, Inc.	US	7,177,851	2/13/2007
METHOD AND APPARATUS FOR EVOLUTIONARY DESIGN	Affinova, Inc.	US	7,016,882	3/21/2006
METHOD AND APPARATUS FOR EVOLUTIONARY DESIGN	Affinova, Inc.	US	7,610,249	10/27/2009
METHOD FOR ITERATIVE DESIGN OF PRODUCTS	Affinova, Inc.	US	7,730,002	6/1/2010
DETERMINING DESIGN PREFERENCES OF A GROUP	Affinova, Inc.	US	7,308,418	12/11/2007
METHOD AND SYSTEM FOR PREDICTING PERSONAL PREFERENCES	Affinova, Inc.	US	7,877,346	1/25/2011
METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION	Affinova, Inc.	AU	2002246919	12/13/2007
REAL-TIME SELECTION OF SURVEY CANDIDATES	Affinova, Inc.	JP	4956425	3/23/2012

Pending

Application	Registered Owner	Jurisdiction	Application Number	Date Filed
METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY OPTIMIZATION OF	Affinova, Inc.	US	14/211,788	3/14/2014

Application	Registered Owner	Jurisdiction	Application Number	Date Filed
CONCEPTS**				
METHOD AND APPARATUS FOR EVOLUTIONARY DESIGN	Affinova, Inc.	US	13/283,495	10/27/2011
OPTIMAL SOLUTION IDENTIFICATION SYSTEM AND METHOD	Affinova, Inc.	US	13/740,699	1/14/2013
METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	Affinova, Inc.	US	14/208,013	3/13/2014
METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY OPTIMIZATION OF CONCEPTS**	Affinova, Inc.	WO	PCTUS2014027812	3/14/2014
METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION	Affinova, Inc.	CA	2,428,079	11/9/2001
METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION	Affinova, Inc.	EP	13151891.2	11/9/2001
METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION	Affinova, Inc.	HK	041004572	1/20/2004
METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION	Affinova, Inc.	JP	2011166015	11/9/2001
METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION	Affinova, Inc.	JP	2013236441	11/9/2001
REAL-TIME SELECTION OF	Affinova, Inc.	CA	2567588	6/20/2005

Application	Registered Owner	Jurisdiction	Application Number	Date Filed
SURVEY CANDIDATES				
REAL-TIME SELECTION AND BALANCING OF CANDIDATE GROUP REPRESENTATIVENESS IN AN ONLINE SURVEY	Affinova, Inc.	US	10881154	6/30/2004
DETERMINING DESIGN PREFERENCES OF A GROUP	Affinova, Inc.	IN	625KOLN2012	5/16/2005
SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	Affinova, Inc.	US	13415732	3/8/2012
SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	Affinova, Inc.	US	13415739	3/8/2012
SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	Affinova, Inc.	US	13415748	3/8/2012
SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	Affinova, Inc.	US	13415757	3/8/2012
ASSESSING DEMAND FOR PRODUCTS AND SERVICES**	Affinova, Inc.	US	13252466	10/4/2011
METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	Affinova, Inc.	WO	PCTUS2014026808	3/13/2014
SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT WITH CONTENT AWARE TEXT EDITOR	Affinova, Inc.	US	14208041	3/13/2014
SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	Affinova, Inc.	US	13415720	3/8/2012

\*\*This patent includes inventors other than the Company. Each such inventor has assigned all of such inventor's right, title and interest in and to such patent pursuant to a valid assignment agreement or an employee invention agreement.

- US 12419060: ASSESSING DEMAND FOR PRODUCTS AND SERVICES (Abandoned)
- US 13283121: METHOD AND APPARATUS FOR EVOLUTIONARY DESIGN (Abandoned)

- US 13282321: METHOD AND APPARATUS FOR EVOLUTIONARY DESIGN (Abandoned)
- US 61450531: CONCEPT STUDIO METHOD AND SYSTEM (Expired)
- US 61450546: CONCEPT STUDIO METHOD AND SYSTEM (Expired)
- US 61450559: CONCEPT STUDIO METHOD AND SYSTEM (Expired)
- US 61506503: CONCEPT STUDIO METHOD AND SYSTEM (Expired)
- US 61586434: OPTIMAL SOLUTION IDENTIFICATION IN INTERACTIVE EVOLUTIONARY ALGORITHMS (Expired)
- US 61666525: METHOD OF MEASURING ABILITY OF DESIGNS TO CAPTURE SHARE OF ATTENTION (Abandoned)
- US 61503337: ACCORDION INTERFACE SYSTEM AND METHOD (Expired)
- US 61042318: ASSESSING DEMAND FOR PRODUCTS AND SERVICES (Expired)
- US 61792525: METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING (Expired)
- US 61792611: EVOLUTIONARY CONTENT SOURCING, SORTING AND SCORING (Expired)
- US 61787028: SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT WITH CONTENT AWARE TEXT EDITOR (Expired)
- US 61788476: METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY OPTIMIZATION OF CONCEPTS (Expired)
- US 60247271: EVOLVED AFFINITY: ON-LINE EVOLUTIONARY DESIGN, SELECTION, MARKET RESEARCH, AND GROUP DECISION MAKING (Expired)
- JP 20122177: DETERMINING DESIGN PREFERENCES OF A GROUP (Abandoned)
- JP 201211357: REAL-TIME SELECTION OF SURVEY CANDIDATES (Abandoned)
- JP 2011121053: REAL-TIME SELECTION OF SURVEY CANDIDATES (Abandoned)
- JP 2002558198: METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION (Abandoned)
- JP 2007527354: DETERMINING DESIGN PREFERENCES OF A GROUP (Abandoned)
- JP 2007306628: METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION (Abandoned)
- EP 05753821.7: DETERMINING DESIGN PREFERENCES OF A GROUP (Abandoned)
- EP 05760706: REAL-TIME SELECTION OF SURVEY CANDIDATES (Abandoned)
- EP 01994530.2: METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION (Abandoned)
- EP 13151886.2: METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION (Abandoned)
- EP 13151892.0: METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION (Abandoned)
- IN3684KOLNP2006: DETERMINING DESIGN PREFERENCES OF A GROUP (Abandoned)
- IN3768KOLNP2006: REAL-TIME SELECTION OF SURVEY CANDIDATES (Abandoned)
- AU 2005267372: REAL-TIME SELECTION OF SURVEY CANDIDATES (Abandoned)
- AU 2005248807: DETERMINING DESIGN PREFERENCES OF A GROUP (Abandoned)
- CA2566943: DETERMINING DESIGN PREFERENCES OF A GROUP (Abandoned)
- CN 10107699: REAL-TIME SELECTION OF SURVEY CANDIDATES (Abandoned)



- CN 2005800250608: DETERMINING DESIGN PREFERENCES OF A GROUP (Abandoned)
- PCTUS2005021948: REAL-TIME SELECTION OF SURVEY CANDIDATES (Expired)
- PCTUS2005017179: DETERMINING DESIGN PREFERENCES OF A GROUP (Expired)
- PCTUS2012028364: SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT (Expired)
- PCTUS2012028375: SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT (Expired)
- PCTUS2012028369: SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT (Expired)
- PCTUS2012028373: SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT (Expired)
- PCTUS2012028376: SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT (Expired)
- PCTUS2001051284: METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION (Expired)

\*\*

REDACTED

# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"PROJECT APOLLO ACQUISITION CORP.", A DELAWARE CORPORATION, WITH AND INTO "AFFINNOVA, INC." UNDER THE NAME OF "AFFINNOVA, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE EIGHTH DAY OF OCTOBER, A.D. 2014, AT 2:14 O'CLOCK P.M.


A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE AND KENT COUNTY RECORDER OF DEEDS.

3237855 8100M

141271180



You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 1764113

DATE: 10-08-14

PATENT  
REEL: 036590 FRAME: 0737

**CERTIFICATE OF MERGER  
OF PROJECT APOLLO ACQUISITION CORP.  
WITH AND INTO  
AFFINNOVA, INC.**

Pursuant to Section 251(c) of the  
General Corporation Law of the State of Delaware

---

Affinova, Inc., a Delaware corporation (the "Company"), does hereby certify to the following facts relating to the merger (the "Merger") of Project Apollo Acquisition Corp., a Delaware corporation ("Merger Sub"), with and into the Company, with the Company continuing as the surviving corporation after the Merger:

- FIRST: The Company and Merger Sub are the constituent corporations in the Merger, and each is a corporation incorporated pursuant to the laws of the State of Delaware.
- SECOND: An Agreement and Plan of Merger (the "Merger Agreement") has been approved, adopted, executed and acknowledged by the Company and by Merger Sub in accordance with the provisions of Section 251 of the Delaware General Corporation Law.
- THIRD: The name of the surviving corporation of the Merger is Affinova, Inc. (the "Surviving Corporation").
- FOURTH: Upon the effectiveness of the Merger, the Certificate of Incorporation of the Surviving Corporation shall be amended and restated in its entirety to read as set forth in Attachment A attached hereto.
- FIFTH: The executed Merger Agreement is on file at the principal place of business of the Surviving Corporation, at 265 Winter Street, Waltham, Massachusetts, 02451.
- SIXTH: A copy of the Merger Agreement will be furnished by the Surviving Corporation, on request and without cost, to any stockholder of any constituent corporation of the Merger.
- SEVENTH: This Certificate of Merger, and the Merger, shall become effective upon filing with the Delaware Secretary of State.

*[Remainder of page intentionally left blank; next page is the signature page]*

**IN WITNESS WHEREOF**, Affinova, Inc. has caused this Certificate of Merger to be signed by its duly authorized officer on October 8, 2014.

Affinova, Inc.

By: 

Name: Waleed Al-Atraqchi

Title: President and Chief Executive Officer

[SIGNATURE PAGE TO CERTIFICATE OF MERGER]

Attachment A

AMENDED AND RESTATED CERTIFICATE OF INCORPORATION  
OF  
AFFINNOVA, INC.

REDACTED