

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3596577

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
PAUL DONATO	09/18/2015
PETER LIPA	09/17/2015
MATT REID	09/22/2015
MICHAEL SHEPPARD	09/18/2015
JONATHAN SULLIVAN	09/18/2015
ALEJANDRO TERRAZAS	09/22/2015
<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: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14865639
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(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>	
<b>Phone:</b>	312-580-1020
<b>Email:</b>	BKOWALSKI@HFZLAW.COM
<b>Correspondent Name:</b>	HANLEY, FLIGHT & ZIMMERMAN, LLC
<b>Address Line 1:</b>	150 S WACKER DRIVE
<b>Address Line 2:</b>	SUITE 2200
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60606
<b>ATTORNEY DOCKET NUMBER:</b>	20004/125327US01
<b>NAME OF SUBMITTER:</b>	MICHAEL W. ZIMMERMAN, 57993
<b>SIGNATURE:</b>	/ Michael W. Zimmerman/
<b>DATE SIGNED:</b>	11/02/2015

**Total Attachments: 24**

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## **A S S I G N M E N T**

Serial No:

Filed:

Title: METHODS AND APPARATUS TO DETERMINE WEIGHTS FOR  
PANELISTS IN LARGE SCALE PROBLEMS

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, 85 Broad Street, New York, New York 10004, United States of America, (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 and the Assignee accepts all such rights. 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.

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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

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**Assignor(s)**

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_

Michael Sheppard

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_

Jonathan Sullivan

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_

Peter Lipa

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_

Alejandro Terrazas

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_

\_\_\_\_\_  
Matt Reid

WITNESS my hand this 18<sup>th</sup> day of September, 2015

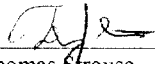
Paul Donato

Paul Donato

\* \* \* \* \*

**Assignee:**

WITNESS my hand this 27 day of October, 2015

  
\_\_\_\_\_  
Thomas Strouse  
Vice President and Intellectual Property Counsel  
On behalf of The Nielsen Company (US), LLC

\* \* \* \* \*

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\_\_\_\_\_  
Michael Sheppard

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Jonathan Sullivan

WITNESS my hand this 17th day of September, 2015.

Peter Lipa  
Peter Lipa

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Alejandro Terrazas



WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Matt Reid

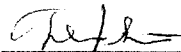
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\_\_\_\_\_  
Paul Donato

\* \* \* \* \*

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Thomas Strouse  
Vice President and Intellectual Property Counsel  
On behalf of The Nielsen Company (US), LLC

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\_\_\_\_\_  
Michael Sheppard

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\_\_\_\_\_  
Peter Lipa

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\_\_\_\_\_  
Alejandro Terrazas

WITNESS my hand this 22 day of September, 2015.



Matt Reid

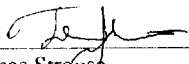
WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

Paul Donato

\* \* \* \* \*

**Assignee:**

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\_\_\_\_\_  
Thomas Strouse  
Vice President and Intellectual Property Counsel  
On behalf of The Nielsen Company (US), LLC

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Assignor(s)

WITNESS my hand this

18

day of

SEP

2005

Michael Sheppard

WITNESS my hand this

day of

Jonathan Sullivan

WITNESS my hand this

day of

Peter Lipa

WITNESS my hand this

day of

Alexander Testaant



Attorney Docket No. 20004/125327US01

WITNESS my hand this ..... day of .....

.....  
Matt Reid

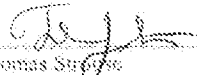
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.....  
Paul Donato

\* \* \* \* \*

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Vice President and Intellectual Property Counsel  
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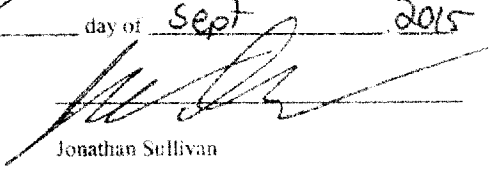
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Assignor(s)

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_

\_\_\_\_\_  
Michael Sheppard

WITNESS my hand this 18 day of Sept 2015

  
Jonathan Sullivan

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_

\_\_\_\_\_  
Peter Lipa

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_

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Alejandro Terrazas

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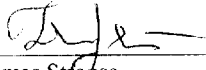
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Paul Donato

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\_\_\_\_\_  
Michael Sheppard

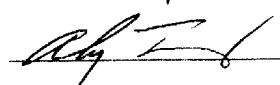
WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Jonathan Sullivan

WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Peter Lipa

WITNESS my hand this 22<sup>nd</sup> day of September, 2018

  
\_\_\_\_\_  
Alejandro Terrazas



WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Matt Reid

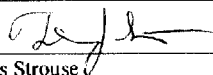
WITNESS my hand this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Paul Donato

\* \* \* \* \*

Assignee:

WITNESS my hand this 27 day of October, 2015

  
\_\_\_\_\_  
Thomas Strouse  
Vice President and Intellectual Property Counsel  
On behalf of The Nielsen Company (US), LLC

\* \* \* \* \*