

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3798104

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the INVENTOR'S NAME previously recorded on Reel 032925 Frame 0588. Assignor(s) hereby confirms the ASSIGNMENT.

CONVEYING PARTY DATA

Name	Execution Date
ALEJANDRO TERRAZAS	04/07/2015

RECEIVING PARTY DATA

Name:	THE NIELSEN COMPANY (US), LLC
Street Address:	150 NORTH MARTINGALE ROAD
City:	SCHAUMBURG
State/Country:	ILLINOIS
Postal Code:	60173

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	14281139

CORRESPONDENCE DATA**Fax Number:**

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: 312-580-1020
Email: mreichstadt@hfzlaw.com
Correspondent Name: HANLEY, FLIGHT & ZIMMERMAN, LLC
Address Line 1: 150 SOUTH WACKER DRIVE
Address Line 2: SUITE 2200
Address Line 4: CHICAGO, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	20004/89614US02
NAME OF SUBMITTER:	STEVEN L. WEBB
SIGNATURE:	/Steven L. Webb/
DATE SIGNED:	03/24/2016

Total Attachments: 8

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ORIGINAL COVER SHEET

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1

Stylesheet Version v1.2

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ALEX TERRAZAS	12/27/2012
RECEIVING PARTY DATA	
Name:	THE NIELSEN COMPANY (US), LLC
Street Address:	150 NORTH MARTINGALE ROAD
City:	SCHAUMBURG
State/Country:	ILLINOIS
Postal Code:	60173
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14281139
CORRESPONDENCE DATA	
Fax Number:	
Phone:	312-580-1020 
Email:	mreichstadt@hfzlaw.com
<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>	
Correspondent Name:	HANLEY, FLIGHT & ZIMMERMAN
Address Line 1:	150 S. WACKER DR.
Address Line 2:	SUITE 2200
Address Line 4:	CHICAGO, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	20004/89614US02
NAME OF SUBMITTER:	DANIEL J. GLITTO

PATENT

REEL: 038240 FRAME: 0027

ORIGINAL COVER SHEET

Signature:	/Daniel J. Glitto/
Date:	05/19/2014
Total Attachments: 3 source=89614US01-Executed_Assignment#page1.tif source=89614US01-Executed_Assignment#page2.tif source=89614US01-Executed_Assignment#page3.tif	
RECEIPT INFORMATION	
EPAS ID:	PAT2861499
Receipt Date:	05/19/2014

PATENT

REEL: 038240 FRAME: 0028

ASSIGNMENT

Serial No: 13/728,515
Filed: December 27, 2012
Title: Methods and Apparatus to Determine Engagement Levels of Audience Members

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

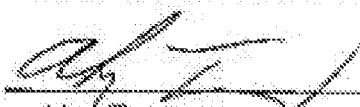
ORIGINAL ASSIGNMENT

Attorney Docket No. 89614US01

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 27th day of December, 2012

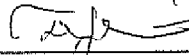


Alex Terrazas

* * * * *

Assignee:

WITNESS my hand this 7 day of January, 2013.



Thomas Strouse

* * * * *

ASSIGNMENT

Serial No: 13/728,515
Filed: December 27, 2012
Title: Methods and Apparatus to Determine Engagement Levels of Audience Members

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.

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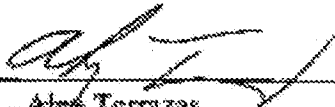
The undersigned assignor(s) hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of any such application(s) when officially known.

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

Attorney Docket No. 89614US01

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 27th day of December, 2012

Alejandro Terrazas

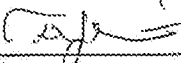
Alejandro

AD 04/07/15

CORRECTIVE ASSIGNMENT

Attorney Docket No. 89614US01

Assignee:

WITNESS my hand this 7 day of January, 2013.


Thomas Strouse

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