

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT3840177

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CARL MARCI	01/17/2016
DERECK PADDEN	01/19/2016
RANDALL RULE	01/19/2016
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15089955
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NAME OF SUBMITTER:	BRANDON J. DUBE
SIGNATURE:	/Brandon J. Dube/
DATE SIGNED:	04/21/2016
Total Attachments: 7	
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ASSIGNMENT

Serial No: 62/272,932

Filed: December 30, 2015

Title: DETERMINING INTENSITY OF A BIOLOGICAL RESPONSE TO A PRESENTATION

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(s) and/or improvements of the undersigned disclosed in the application for Patent identified above, 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(s) and/or improvements, and in any and all Patent(s), which may be obtained on any of said application(s) anywhere in the world, and in any reissue(s) or extension(s) thereof. This assignment includes all rights associated with said application(s) and the underlying inventions 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(s) 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 hereby accepts all such rights. This assignment is governed by the Law of the State of Illinois, United States of America without regard to its choice of law provisions.

The undersigned Assignor(s) hereby authorize and request the Commissioner of Patents and Trademarks of the United States Patent and Trademark Office to issue any said Letters Patent(s) of the United States to said Assignee.

The undersigned Assignor(s) hereby authorize and request the appropriate governmental official(s) of the appropriate foreign patent Office(s) to issue any said foreign Patent(s) to said Assignee.

The undersigned Assignor(s) hereby authorize and request the attorneys of record in said application(s) 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) warrant themselves to be the owner of the interest(s) herein assigned and to have the right to make this assignment and further warrant that there are no outstanding prior assignments, licenses, or other rights in the interest(s) herein assigned.

For said consideration the undersigned Assignor(s) hereby agree, 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(s) or improvements, and any necessary oath or affidavit relating thereto, and any application(s) for the reissue or extension of any Letters Patent that may be granted upon said application(s), and any and all application(s) and other documents for Patent in foreign countries on said invention(s) or improvements, that said Assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned Assignor(s) further agree upon the request of said Assignee, its successors or assigns, in the event of any application(s) or Patent(s) assigned herein become 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 agree to perform, upon request, any and all affirmative acts to obtain said Patent(s), both United States and foreign, and vest all rights therein hereby conveyed in said Assignee, its successors and assigns, whereby said Patent(s) will be held and enjoyed by said Assignee, its successors and assigns, to the full end of the term for which said Patent(s) 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

17th day of January, 2016

Carl Marci

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Assignor(s)

WITNESS my hand this 19th day of January, 2016.



Dereck Padden

* * * * *

Assignor(s)

WITNESS my hand this 19 day of January, 2016

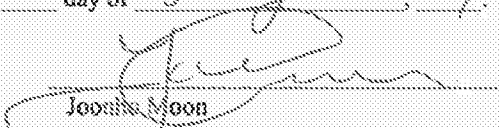


Recall Rule

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Assignor(s)

WITNESS my hand this 19 day of January, 2011


Joanne Moon

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Assignor(s)


WITNESS my hand this 19th day of JANUARY, 2016.


Brendan Murray

* * * * *

Assistance:

WITNESS my hand this 1 day of February 2016



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