

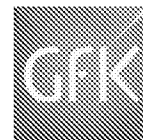
## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5506219

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| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                       |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT   |
| <b>CONVEYING PARTY DATA</b>   |  |
| <b>Name</b>   | <b>Execution Date</b>                                |
| EXPERIAN MARKETING SOLUTIONS, INC.  | 12/19/2015   |
| <b>RECEIVING PARTY DATA</b>   |  |
| <b>Name:</b>  | SIMMONS RESEARCH HOLDINGS, LLC                       |
| <b>Street Address:</b>  | C/O WADHWANI FAMILY OFFICE, 4 MAIN STREET, SUITE 210 |
| <b>City:</b>  | LOS ALTOS  |
| <b>State/Country:</b>   | CALIFORNIA   |
| <b>Postal Code:</b>   | 94022  |
| <b>PROPERTY NUMBERS Total: 8</b>  |  |
| <b>Property Type</b>  | <b>Number</b>  |
| Patent Number:  | 8341009  |
| Patent Number:  | 8694359  |
| Application Number:   | 14178507   |
| Patent Number:  | 7035855  |
| Patent Number:  | 7490052  |
| Patent Number:  | 8200525  |
| Patent Number:  | 8612282  |
| Patent Number:  | 8301574  |
| <b>CORRESPONDENCE DATA</b>  |  |
| <b>Fax Number:</b>  | (212)240-5353  |
| <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>Email:</b>   | anita.jaskot@gfk.com                                 |
| <b>Correspondent Name:</b>  | ANITA JASKOT   |
| <b>Address Line 1:</b>  | 200 LIBERTY STREET, 4TH FLOOR                        |
| <b>Address Line 4:</b>  | NEW YORK, NEW YORK 10281                             |
| <b>NAME OF SUBMITTER:</b>   | ANITA JASKOT   |
| <b>SIGNATURE:</b>   | /Anita Jaskot/                                       |
| <b>DATE SIGNED:</b>   | 05/03/2019   |
| <b>Total Attachments: 1</b>   |  |





United States Patent and Trademark Office  
600 Dulany Street  
Alexandria, Virginia 22314

Via USPTO EPAS

**Re: Asset transfer between Experian Marketing Solutions, Inc. and  
Simmons Research Holdings, LLC**

May 3, 2019

To Whom It May Concern:

**Anita Jaskot, Esq.**  
Director  
Legal and Compliance,  
Americas  
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This opinion of counsel confirms that the transfer of Assets from Experian Marketing Solutions, Inc. to Simmons Research Holdings, LLC was properly effected under applicable law with an effective date of December 19, 2015.

We are unable to provide a copy of the Agreement governing this asset transfer pursuant to confidentiality obligations. If you require additional information, please reach out to me using the information listed herein.

Sincerely yours,

Anita Jaskot

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Fax + 212.277.1138

**RECORDED: 05/03/2019**

**PATENT  
REEL: 049071 FRAME: 0964**