

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT5966276

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SHASHANK MERCHANT	02/13/2020
DO PHUOC HOANG TUONG LAN	02/13/2020
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15929225
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NAME OF SUBMITTER:	LAWRENCE H. AARONSON
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DATE SIGNED:	02/17/2020
Total Attachments: 2	
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ASSIGNMENT

Attorney Docket No.: 19-1190-US

Pat. App. No.: 15/929,225

Inventor(s): Shashank Merchant, Do Phuoc Hoang Tuong Lan

Filing Date: February 14, 2020

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to:

The Nielsen Company (US), LLC

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, entitled:

**USE OF STEGANOGRAPHICALLY-ENCODED DATA
AS BASIS TO CONTROL DYNAMIC CONTENT MODIFICATION
AS TO AT LEAST ONE MODIFIABLE-CONTENT SEGMENT
IDENTIFIED BASED ON FINGERPRINT ANALYSIS**

and identified as:

Attorney Docket No. 19-1190-US

in the law offices of MCDONNELL BOEHLEN HULBERT & BERGHOFF LLP and in said application and any and all other applications, both United States and foreign, which the undersigned 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 foreign countries, which may be obtained on any of said applications, and in any reissue or extension of such patents, and further assign to said assignee the priority right provided by the International Convention.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the filing date and the application number of said application when officially known.

The undersigned warrants himself or herself to be the owner of the entire right, title and interest in said invention or improvements and to have the right to make this assignment, and further warrants that there are no outstanding prior assignments, licenses, or other encumbrances on the interest herein assigned.

The undersigned agrees that an electronic signature is sufficient to execute this Assignment.

Signature: S. C. Merchant
Name: Shashank Merchant

Date: Feb 13, 2020

Signature: [Handwritten Signature]
Name: Do Phuoc Hoang Tuong Lan

Date: 13-02-2020

RECORDED & INDEXED
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