

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5994456

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MICHAEL SHEPPARD	01/26/2016
JONATHAN SULLIVAN	01/27/2016
PETER LIPA	01/27/2016
PETER C. DOE	01/27/2016
MATTHEW B. REID	04/13/2016
PENG FEI YI	04/08/2016
RECEIVING PARTY DATA	
Name:	THE NIELSEN COMPANY (US), LLC
Street Address:	85 BROAD STREET
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10004
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16741487
CORRESPONDENCE DATA	
Fax Number:	(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>	
Phone:	3125801020
Email:	ljohnson@hfzlaw.com
Correspondent Name:	HANLEY, FLIGHT & ZIMMERMAN, LLC
Address Line 1:	150 S. WACKER DRIVE
Address Line 2:	SUITE 2200
Address Line 4:	CHICAGO, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	20004/130800US03
NAME OF SUBMITTER:	FELIPE HERNANDEZ
SIGNATURE:	/Felipe Hernandez/
DATE SIGNED:	03/03/2020

Total Attachments: 22

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ASSIGNMENT

Serial No: 15/008,220

Filed: 2016-01-27

Title: METHODS AND APPARATUS FOR ESTIMATING TOTAL UNIQUE AUDIENCES

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.

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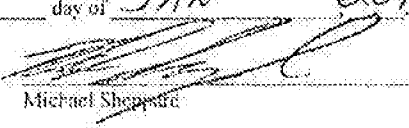
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Assignor(s)

WITNESS my hand this 26 day of JAN, 2016


Michael Sheppard

WITNESS my hand this _____ day of _____

Jonathan Sullivan

WITNESS my hand this _____ day of _____

Peter Lipa

WITNESS my hand this _____ day of _____

Attorney Docket No. 20004/130800US01

Matt Reid

WITNESS my hand this _____ day of _____

Peter C. Doe

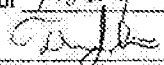
WITNESS my hand this _____ day of _____

PengFei Yi

Attorney Docket No. 20004/130800US01

Assignee:

WITNESS my hand this 9 day of February, 2016



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

* * * * *

ASSIGNMENT

Serial No: 15/008,220

Filed: 2016-01-27

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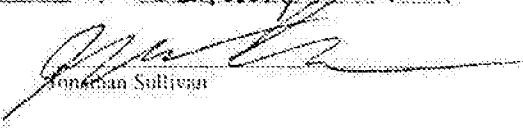
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Assignor(s)

WITNESS my hand this _____ day of _____

Michael Sheppard

WITNESS my hand this 27 day of January 2016


Jonathan Sullivan

WITNESS my hand this _____ day of _____

Peter Lapa

WITNESS my hand this _____ day of _____

Attorney Docket No. 20004/130800US01

Matt Reid

WITNESS my hand this _____ day of _____

Peter C. Doe

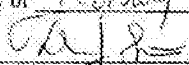
WITNESS my hand this _____ day of _____

PengFei Yi

* * * * *

Assignment:

WITNESS my hand this 9 day of February, 2010



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

ASSIGNMENT

Serial No: 15/008,220

Filed: 2016-01-27

Title: METHODS AND APPARATUS FOR ESTIMATING TOTAL UNIQUE AUDIENCES

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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 27th day of January, 2016.

Peter L. Ipa
Peter L. Ipa

WITNESS my hand this _____ day of _____

Attorney Docket No. 20004/130800US01

Matt Reid

WITNESS my hand this _____ day of _____, 2000.

Peter C. Doe

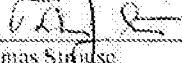
WITNESS my hand this _____ day of _____, 2000.

Pengfei Yi

* * * * *

Assignee:

WITNESS my hand this 9 day of February, 2011



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

* * * * *

ASSIGNMENT

Serial No: 15/008,220

Filed: 2016-01-27

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WITNESS my hand this _____ day of _____,

Michael Sheppard

WITNESS my hand this _____ day of _____,

Jonathan Sullivan


WITNESS my hand this _____ day of _____,

Peter Lipu

WITNESS my hand this _____ day of _____,

Matt Reid

WITNESS my hand this 27th day of January, 2016



Peter C. Doe

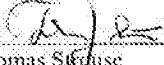
WITNESS my hand this _____ day of _____

PengFei Yi

* * * * *

Assignee:

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Thomas Stoyuse
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* * * * *

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Assignor(s)

WITNESS my hand this 13 day of April, 2016



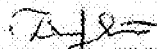
Matthew B. Reid

WITNESS my hand this _____ day of _____,

Pong Fai Yi

Assignment:

WITNESS my hand this 6 day of June, 2016



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

* * * * *

ASSIGNMENT

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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, provisional, continuation, continuation-in-part and substitute applications for said invention(s) or improvements, and any necessary oath or affidavits relating thereto, and any applications for the issuance or extension of any Letters Patent that may be granted upon said application(s), and any and all applications and other documents for Patents 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 author(s) if this assignment and sale had not been made.

Assignor(s)

WITNESSE my hand this _____ day of _____

Matthew B. Reid

WITNESS my hand this 8th day of Apr 2016


Peng Fai Si
Peng Fai Si

* * * * *

Peng Fai Si

Assignee:

WITNESS my hand this 6 day of June 2016



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

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