

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT6070532

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MATTHEW GEORGE GROVER	04/21/2020
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:	16853932
CORRESPONDENCE DATA	
Fax Number:	(312)913-0002
<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:	3129130001
Email:	docketing@mbhb.com
Correspondent Name:	MCDONNELL BOEHNEN HULBERT & BERGHOFF LLP
Address Line 1:	300 SOUTH WACKER DRIVE
Address Line 4:	CHICAGO, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	19-880-US
NAME OF SUBMITTER:	JAMES L. KORENCHAN
SIGNATURE:	/James L. Korenchan/
DATE SIGNED:	04/21/2020
Total Attachments: 2	
source=19-880-US_assignment#page1.tif	
source=19-880-US_assignment#page2.tif	

ASSIGNMENT

Attorney Docket No.: 19-880-US
Inventor(s): Matthew George Grover

Pat. App. No.: 16/853,932
Filing Date: April 21, 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:

Content-Modification System with Probability-Based Selection Feature

and identified as:

Attorney Docket No. 19-880-US

in the law offices of MCDONNELL BOEHNEN 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 warrant 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: 
Name: Michael George Grover

Date: 4/21/2020