

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT6100436

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ANDREW LAURENCE ASHBACHER	05/07/2020
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16870451
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ATTORNEY DOCKET NUMBER:	19-863-US
NAME OF SUBMITTER:	GAVIN J. O'KEEFE
SIGNATURE:	/Gavin J. O'Keefe/
DATE SIGNED:	05/11/2020
Total Attachments: 2	
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ASSIGNMENT

Attorney Docket No.: 19-863-US
Inventor(s): Andrew Laurence Ashbacher et al.

Pat. App. No.: 16/870,451
Filing Date: May 8, 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 Responsive Transmission of Reference Fingerprint Data
Feature**

and identified as:

Attorney Docket No. 19-863-US

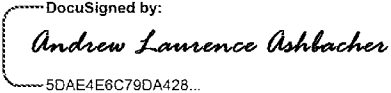
in the law offices of MCDONNELL BOEHNEN HULBERT & BERGHOFF LLP and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the 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.

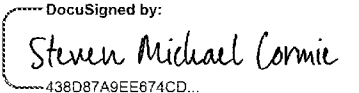
The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the filing date and the application number of said application when officially known.

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: Andrew Laurence Ashbacher

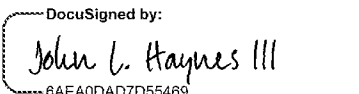
Date: 5/7/2020

Signature: 
Name: Steven Michael Cormie

Date: 5/8/2020

Signature: 
Name: Joel Michael Curl

Date: 5/7/2020

Signature: 
Name: John L. Haynes III

Date: 5/8/2020