

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6197566

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	SORENSEN MEDIA, INC.	02/13/2019
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:	16925552
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 BOEHNNEN HULBERT & BERGHOFF LLP	
Address Line 1:	300 SOUTH WACKER DRIVE	
Address Line 2:	SUITE 3100	
Address Line 4:	CHICAGO, ILLINOIS 60606	
ATTORNEY DOCKET NUMBER:	19-248-US-CON	
NAME OF SUBMITTER:	CHAD A. KAMLER	
SIGNATURE:	/Chad A. Kamler/	
DATE SIGNED:	07/13/2020	
Total Attachments: 7		
source=19-248-US-CON Assignment - Sorenson Media, Inc to The Nielsen Company (US), LLC#page1.tif		
source=19-248-US-CON Assignment - Sorenson Media, Inc to The Nielsen Company (US), LLC#page2.tif		
source=19-248-US-CON Assignment - Sorenson Media, Inc to The Nielsen Company (US), LLC#page3.tif		
source=19-248-US-CON Assignment - Sorenson Media, Inc to The Nielsen Company (US), LLC#page4.tif		
source=19-248-US-CON Assignment - Sorenson Media, Inc to The Nielsen Company (US), LLC#page5.tif		

source=19-248-US-CON Assignment - Sorenson Media, Inc to The Nielsen Company (US), LLC#page6.tif
source=19-248-US-CON Assignment - Sorenson Media, Inc to The Nielsen Company (US), LLC#page7.tif

PATENT ASSIGNMENT

This Patent Assignment is delivered pursuant to the Closing under that certain Asset Purchase Agreement (the "Purchase Agreement") dated as of February 13, 2019, between Sorenson Media, Inc., a Delaware corporation, as the "Seller," and The Nielsen Company (US), LLC, a Delaware limited liability company, as the "Purchaser." Capitalized terms used in this Patent Assignment without definition have the respective meanings given to them in the Purchase Agreement

The Seller has delivered this instrument signed by the Seller to enable the Purchaser to file it with any appropriate Governmental Authority to indicate ownership of Intellectual Property described below and for the other purposes set forth in this instrument. This instrument supplements and is in addition to all other rights of the Purchaser under the Purchase Agreement and other instruments of transfer delivered in connection with the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt of which the Seller acknowledges, and by signing and delivering this instrument, the Seller sells, assigns, transfers, conveys, and delivers to the Purchaser all of the Seller's right, title, and interest in and to:

(a) the patents, patent applications and invention disclosures specifically listed in Annex A to this Patent Assignment; and

(b) the following properties and rights with respect to all patents and patent applications so listed in Annex A:

(i) the inventions claimed or described in the patents or applications;

(ii) any patents in the United States and anywhere else in the world and patent applications that have been or may be granted or filed, respectively, with respect to those inventions, including without limitation all foreign patents that may claim priority based on and correspond to the patents listed in Annex A and all rights to file applications, including the right to claim priority under all applicable international treaties, arrangements and agreements (including without limitation the Paris Convention, the Patent Cooperation Treaty (PCT) and TRIPs) to the patents and/or applications listed in Annex A;

(iii) all divisions, renewals, reissues, continuations, extensions and continuations-in-part of the foregoing patents;

(iv) all income, royalties, damages and payments due or payable to the Seller with respect to the patents, including without limitation unpaid damages and payments for past, present and future infringements of any patent; and

(v) all rights to sue and recover damages and payments for past, present and future infringements of any of the patents, including the right to fully and entirely replace the Seller in all related matters.

The foregoing rights in and under the patents shall apply to the full end of their terms as fully as the Seller would have held the same in the absence of this assignment. As of the date set forth below, the Purchaser has succeeded to all right, title and standing of the Seller to (a) receive all rights and benefits pertaining to the patents described above and (b) commence, prosecute, defend and settle all claims and take all actions that the Purchaser, in its sole discretion, may elect in relation to the patents and rights described above. This Patent Assignment (a) is irrevocable and effective upon the Seller's signature to

ANNEX A TO PATENT ASSIGNMENT

Registered Patents

Patent	Registration No. and Country	Registration Date
Content Management of a Content Feed	US 9641870	5/2/2017
Automatic Content Recognition (ACR) Fingerprinting and Video Encoding	US 9628830	4/18/2017
Content Replacement with Onscreen Displays	US 9743153	8/22/2017
Content Replacement with Onscreen Displays	US 10057657	8/21/2018
Detecting Channel Change in Automatic Content Recognition Fingerprint Matching	US 9516377	12/6/2016
Detecting Channel Change in Automatic Content Recognition Fingerprint Matching	US 9706261	7/11/2017
Detecting Channel Change in Automatic Content Recognition Fingerprint Matching	US 9877085	1/23/2018
Overlay Content and Aggregation of Viewing Data	US 9380325	6/28/2016
Overlay Content and Aggregation of Viewing Data	US 9661385	5/23/2017
Overlay Content and Aggregation of Viewing Data	US 9912991	3/6/2018
Sequentially Overlaying Media Content	US 9848214	12/19/2017
Frequency Capping for Media Content	US 9723347	8/1/2017
Frequency Capping for Media Content	US 10187682	1/22/2019
Dynamic Video Advertisement Replacement	US 9743154	8/22/2017
Dynamic Video Advertisement Replacement	US 10110969	10/23/2018
Creating and Fulfilling Dynamic Advertisement Replacement Inventory	US 9854326	12/26/2017
Media Content Matching and Indexing	US 9813781	11/7/2017
Media Content Matching and Indexing	US 10187705	1/22/2019
Digital Overlay Offers on Connected Media Devices	US 10075755	9/11/2018
Video Fingerprinting Based on Fourier Transform of Histogram	US 9848235	12/19/2017
Fingerprinting Media Content Using Hashing	US 9906831	2/27/2018
Fingerprinting Media Content Using	US 10116987	10/30/2018

Hashing		
Fingerprint Layouts for Content Fingerprinting	US 10063917	8/28/2018
Interweaving Media Content	US 10194177	1/29/2019
Automatic Contents Recognition Fingerprints Sequence Collation	JP 6438628	12/19/2018
Enabling Interactive Control of Live Television Broadcast Streams	US 10182263	1/15/2019
Method, Graphical Interface and Computer-Readable Medium for Generating a Preview of a Reformatted Preview Segment	US 8296649	
Method, Graphical Interface and Computer-Readable Medium for Reformatting Data	US 7975219	
Method, Graphical Interface and Computer-Readable Medium for Forming a Batch Job	US 7885979	
System and Method for Collection and Redistribution of Video Conferences	US 7583286	
Method and System for Image Compression Using Block Size Heuristics	US 6909748	

Pending Patent Applications

Patent	Application Number and Country	Application Date
Detecting Channel Change in Automatic Content Recognition Fingerprint Matching	CN 201680043941.0	5/26/2016
Detecting Channel Change in Automatic Content Recognition Fingerprint Matching	EP 16808025.7	5/26/2016
Detecting Channel Change in Automatic Content Recognition Fingerprint Matching	JP P2018-517124	5/26/2016
Detecting Channel Change in Automatic Content Recognition Fingerprint Matching	KR 10-2018-7001098	5/26/2016
Detecting Channel Change in Automatic Content Recognition Fingerprint Matching	WO PCT/US2016/034401	5/26/2016
Overlay Content and Aggregation of Viewing Data	US 15/895775	2/13/2018
Sequentially Overlaying Media Content	CN 201680063089.3	9/27/2016
Sequentially Overlaying Media Content	GB 1805115.1	9/27/2016
Media Content Overlaid Sequentially	KR 10-2018-7012371	9/27/2016
Sequentially Overlaying Media Content	MX MX/a/2018/003808	9/27/2016

Sequentially Overlaying Media Content	US 15/842750	12/14/2017
Sequentially Overlaying Media Content	WO PCT/US2016/053996	2/26/2016
Frequency Capping for Multimedia Content	CN 201680062705.3	9/27/2016
Frequency Capping for Multimedia Content	GB 1805116.9	9/27/2016
Frequency Capping for Media Content	KR 10-2018-7012363	9/27/2016
Frequency Capping for Multimedia Content	MX MX/a/2018/003807	9/27/2016
Frequency Capping for Multimedia Content	WO PCT/US2016/053997	9/27/2016
Dynamic Video Advertisement Replacement	CN 201680057676.1	8/16/2016
Dynamic Video Advertisement Replacement	GB 1805117.7	8/16/2016
Replace Dynamic Video Ads	KR 10-2018-7009915	8/16/2016
Dynamic Video Advertisement Replacement	MX MX/a/2018/002966	8/16/2016
Dynamic Video Advertisement Replacement	US 16/144361	9/27/2018
Dynamic Video Advertisement Replacement	WO PCT/US2016/047203	8/16/2016
Creating and Fulfilling Dynamic Advertisement Replacement Inventory	US 15/831838	12/5/2017
Media Content Matching and Indexing	CN 201680062405.5	9/27/2016
Media Content Matching and Indexing	GB 1085125.0	9/27/2016
Media Content Matching and Indexing	KR 10-2018-7014587	9/27/2016
Media Content Matching and Indexing	MX MX/a/2018/003806	9/27/2016
Media Content Matching and Indexing	US 16/217980	12/12/2018
Media Content Matching and Indexing	WO PCT/US2016/053998	9/27/2016
Digital Overlay Offers on Connected Media Devices	CN 201680054373.4	9/13/2016
Digital Overlay Offers on Connected Media Devices	GB 1805114.4	9/13/2016
Digital Overlay Offers on Connected Media Devices	KR 10-2018-7010846	9/13/2016
Digital Overlay Offers on Connected Media Devices	MX MX/a/2018/003399	9/13/2016
Digital Overlay Offers on Connected Media Devices	US 15/418439	1/27/2017
Digital Overlay Offers on Connected Media Devices	US 16/052267	8/1/2018
Digital Overlay Offers on Connected Media Devices	WO PCT/US2016/051532	9/13/2016
Video Fingerprinting Based on	US 15/826044	11/29/2017

Fourier Transform of Histogram		
Video Fingerprinting Based on Fourier Transform of Histogram	WO PCT/US2017/017797	2/14/2017
Fingerprinting Media Content Using Hashing	WO PCT/US2017/018189	2/16/2017
Fingerprint Layouts for Content Fingerprinting	US 16/035051	7/13/2018
Fingerprint Layouts for Content Fingerprinting	WO PCT/US2017/021690	3/9/2017
Interweaving Media Content	US 16/217852	12/12/2018
Automatic Content Recognition Search Optimization	US 14/736158	6/10/2015
Automatic Content Recognition Sequence Matching	CN 201680023388.4	4/21/2016
Automatic Content Recognition Sequence Matching	EP 16783829.1	4/21/2016
Automatic Content Recognition Sequence Matching	KR 10-2017-7033908	4/21/2016
Automatic Content Recognition with Local Matching	US 14/813416	7/30/2015
Automatic Content Recognition Fingerprint Sequence Matching	WO PCT/US2016/028583	4/21/2016
Automatic Content Recognition Fingerprint Sequence Matching	CN 201680023473.0	4/25/2016
Automatic Content Recognition Fingerprint Sequence Matching	EP 16784091.7	4/25/2016
Automatic Content Recognition Fingerprint Sequence Matching	WO PCT/US2016/029221	4/25/2016
Content Comparison Testing on Linear Media Streams	US 15/164714	5/25/2016
Content Comparison Testing on Linear Media Streams	WO PCT/US2017/016666	2/6/2017
Interactive Overlays to Determine Viewer Data	US 15/164714	5/25/2016
Interactive Overlays to Determine Viewer Data	WO PCT/US2018/024740	3/28/2018
Targeted Content Placement Using Overlays	US 15/938049	3/28/2018
Targeted Content Placement Using Overlays	WO PCT/US2018/024756	3/28/2018
Employing Automatic Content Recognition to Allow Resumption of Watching Interrupted Media Program from Television Broadcast	US 15/933899	3/23/2018
Employing Automatic Content Recognition to Allow Resumption of Watching Interrupted Media Program from Television Broadcast	WO PCT/US2018/024035	3/23/2018
Enabling Interactive control of Live Television Broadcast Streams	WO PCT/US2018/024165	3/23/2018
Obtaining Viewer Demographics Through Advertisement Selections	US 15/725260	10/4/2017
Cold Matching by Automatic Content Recognition	US 15/703684	9/13/2017
Cold Matching by Automatic	WO PCT/US2018/050230	9/10/2018

Content Recognition		
Flagging Advertisement Frames for Automatic Content Recognition	US 15/703391	9/13/2017
Flagging Advertisement Frames for Automatic Content Recognition	WO PCT/US2018/050184	9/18/2018
Frame Certainty for Automatic Content Recognition	US 16/023555	6/29/2018
Frame Certainty for Automatic Content Recognition	WO PCT/US2018/040371	6/29/2018
Scene Frame Certainty for Automatic Content Recognition	US 15/726987	10/6/2017