

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT6209138

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
VISUAL IQ, INC.		07/20/2020
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: 40		
Property Type	Number	
Application Number:	13492493	
Application Number:	13789453	
Application Number:	13789459	
Application Number:	14145625	
Application Number:	15603352	
Application Number:	14322353	
Application Number:	61798628	
Application Number:	62099037	
Application Number:	14978489	
Application Number:	14978609	
Application Number:	14145521	
Application Number:	61922680	
Application Number:	14584494	
Application Number:	61922695	
Application Number:	14584588	
Application Number:	14585728	
Application Number:	62099070	
Application Number:	14969773	
Application Number:	62098159	
Application Number:	14972801	

PATENT

Property Type	Number
Application Number:	62099074
Application Number:	14973246
Application Number:	62099077
Application Number:	14978403
Application Number:	14465838
Application Number:	62325160
Application Number:	15490751
Application Number:	62324799
Application Number:	15491903
Application Number:	62356092
Application Number:	15630806
Application Number:	16052447
Application Number:	15132683
Application Number:	62324787
Application Number:	15490757
Application Number:	62324568
Application Number:	15491908
Application Number:	62234569
Application Number:	15137628
Application Number:	14823670

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	20361 GENERAL
NAME OF SUBMITTER:	SERGIO D. FILICE
SIGNATURE:	/SERGIO D. FILICE/
DATE SIGNED:	07/20/2020

Total Attachments: 3

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ASSIGNMENT

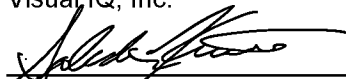
For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Visual IQ, Inc. a Delaware Corporation, having a place of business at 75 Second Ave, Suite 330, Needham, Massachusetts, 02494, (hereinafter "Assignor") hereby assigns to The Nielsen Company (US), LLC., a Delaware Limited Liability Company, having a place of business at 85 Broad Street, New York, New York 10004, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the assets identified in the attached schedule A. The conveyance is inclusive of all inventions corresponding to the assets identified in the attached schedule, all priority rights in said assets, all rights to claim priority to or from said assets, all rights to file any additional patent application(s) anywhere in the world relating to said assets, all international patent application(s) relating to said assets, all patent application(s) filed in or to be filed in any country in the world relating to said assets or the inventions disclosed in said assets, all patent(s) issued or to be issued in any country in the world for said assets, and all reissue(s), reexamination(s), continuation(s), divisional(s) and/or extension(s) thereof relating to said assets. This assignment includes all rights associated with said assets including, without limitation, all patent right(s) in any and all countries and all right(s) to claim priority to and/or from any application(s) or patent(s) in any and all countries. No rights whatsoever are reserved to the undersigned Assignor, but instead all rights relating to the assets identified in the attached schedule are hereby transferred to, and accepted by, the Assignee. This assignment is governed by the Law of the State of Illinois, United States of America.

The undersigned hereby authorizes and requests said that all Letters Patent be issued to said Assignee. The undersigned have authority to enter into this agreement on behalf of the entity for which he is an officer.

WITNESS my hand this 20th day of July, 2020.

Visual IQ, Inc.

By:



Sal Karottki
Senior Vice President, Intellectual Property

The Nielsen Company (US), LLC.

By:



Sal Karottki
Senior Vice President, Intellectual Property

SCHEDULE A

Patent Number	Application Number	Application Date	Grant Date	Patent Number	First Filing Date	Title	Country
20361/81174156US01	13/492,493	6/8/2012	11/10/2015	9,183,562	6/8/2012	METHOD AND SYSTEM FOR DETERMINING TOUCHPOINT ATTRIBUTION	United States - (US)
20361/81174156US02	13/789,453	3/7/2013			6/8/2012	A METHOD , COMPUTER READABLE MEDIUM AND SYSTEM FOR DETERMINING TOUCHPOINT ATTRIBUTION	United States - (US)
20361/81174156US03	13/789,459	3/7/2013			6/8/2012	METHOD, COMPUTER READABLE MEDIUM AND SYSTEM FOR DETERMINING TRUE SCORES FOR A PLURALITY OF TOUCHPOINT ENCOUNTERS	United States - (US)
20361/81174156W001	PCT/US2013/043924	3/6/2013			6/8/2012	METHOD AND SYSTEM FOR DETERMINING TOUCHPOINT ATTRIBUTION	Patent Cooperation Treaty -
20361/81174166US01	14/145,625	12/31/2013			12/31/2013	MEDIA SPEND OPTIMIZATION USING A CROSS-CHANNEL PREDICTIVE MODEL	United States - (US)
20361/81174166US02	15/603,352	5/23/2017			12/31/2013	CROSS-CHANNEL PREDICTIVE MODEL	United States - (US)
20361/81174166US03	14/322,353	7/2/2014			12/31/2013	PERFORMING INTERACTIVE UPDATES TO A PRECALCULATED CROSS-CHANNEL PREDICTIVE MODEL	United States - (US)
20361/81174171US01	61/798,628	3/15/2013			3/15/2013	METHOD AND SYSTEM FOR STIMULATION-RESPONSE MODELING ACROSS MULTIPLE MARKETING CHANNELS	United States - (US)
20361/81174174US01	62/099,037	12/31/2014			12/31/2014	QUANTITATIVE INTEGRATION OF TOP DOWN AND BOTTOM UP ATTRIBUTION	United States - (US)
20361/81174174US02	14/978,489	12/22/2015			12/31/2014	MANAGING DIGITAL MEDIA SPEND ALLOCATION USING CALIBRATED USER-LEVEL ATTRIBUTION DATA	United States - (US)
20361/81174174US03	14/978,609	12/22/2015			12/31/2014	MANAGING DIGITAL MEDIA SPEND ALLOCATION USING CALIBRATED USER-LEVEL ATTRIBUTION DATA	United States - (US)
20361/81174181US01	14/145,521	12/31/2013			12/31/2013	MARKETING PORTFOLIO OPTIMIZATION	United States - (US)
20361/81174187US01	61/922,680	12/31/2013			12/31/2013	MEDIA SPEND OPTIMIZATION USING ENGAGEMENT METRICS IN A CROSS-CHANNEL PREDICTIVE MODEL	United States - (US)
20361/81174187US02	14/584,494	12/29/2014			12/31/2013	MEDIA SPEND OPTIMIZATION USING ENGAGEMENT METRICS IN A CROSS-CHANNEL PREDICTIVE MODEL	United States - (US)
20361/81174191US01	61/922,695	12/31/2013			12/31/2013	REAL-TIME MARKETING PORTFOLIO OPTIMIZATION AND REAPPORTIONING	United States - (US)
20361/81174191US02	14/584,588	12/29/2014			12/31/2013	REAL-TIME MARKETING PORTFOLIO OPTIMIZATION AND REAPPORTIONING	United States - (US)
20361/81174196US01	14/585,728	12/30/2014			12/30/2014	VALIDATION OF BOTTOM-UP ATTRIBUTIONS TO CHANNELS IN AN ADVERTISING CAMPAIGN	United States - (US)
20361/81174201US01	62/099,070	12/31/2014			12/31/2014	SYSTEM FOR MARKETING TOUCHPOINT ATTRIBUTION BIAS CORRECTION	United States - (US)
20361/81174201US02	14/969,773	12/15/2015			12/31/2014	SYSTEM FOR MARKETING TOUCHPOINT ATTRIBUTION BIAS CORRECTION	United States - (US)
20361/81174205US01	62/098,159	12/30/2014			12/30/2014	REAPPORTIONING SPENDING IN AN ADVERTISING CAMPAIGN BASED ON A SEQUENCE OF USER INTERACTIONS	United States - (US)
20361/81174205US02	14/972,801	12/17/2015			12/30/2014	REAL-TIME MARKETING CAMPAIGN STIMULI SELECTION BASED ON USER RESPONSE PREDICTIONS	United States - (US)
20361/81174210US01	62/099,074	12/31/2014			12/31/2014	MARKETING TOUCHPOINT ATTRIBUTIONS IN A SEGMENTED MEDIA CAMPAIGN	United States - (US)
20361/81174210US02	14/973,246	12/17/2015			12/31/2014	DETERMINING TOUCHPOINT ATTRIBUTIONS IN A SEGMENTED MEDIA CAMPAIGN	United States - (US)
20361/81174214US01	62/099,077	12/31/2014			12/31/2014	DETERMINING MEDIA SPEND APPORTIONMENT PERFORMANCE	United States - (US)
20361/81174214US02	14/978,403	12/22/2015			12/31/2014	DETERMINING MEDIA SPEND APPORTIONMENT PERFORMANCE	United States - (US)
20361/81174218US01	14/465,838	8/22/2014			8/22/2014	APPORTIONING A MEDIA CAMPAIGN CONTRIBUTION TO A MEDIA CHANNEL IN THE PRESENCE OF AUDIENCE SATURATION	United States - (US)
20361/81174223US01	62/325,160	4/20/2016			4/20/2016	MEDIA SPEND MANAGEMENT USING REAL-TIME PREDICTIVE MODELING OF TOUCHPOINT EXPOSURE EFFECTS	United States - (US)
20361/81174223US02	15/490,751	4/18/2017			4/20/2016	MEDIA SPEND MANAGEMENT USING REAL-TIME PREDICTIVE MODELING OF TOUCHPOINT EXPOSURE EFFECTS	United States - (US)
20361/81174226US01	62/324,799	4/19/2016			4/19/2016	IMPROVING MEDIA SPEND MANAGEMENT USING REAL-TIME PREDICTIVE MODELING OF MEDIA SPEND EFFECTS ON INVENTORY PRICING	United States - (US)
20361/81174226US02	15/491,903	4/19/2017			4/19/2016	MEDIA SPEND MANAGEMENT USING REAL-TIME PREDICTIVE MODELING OF MEDIA SPEND EFFECTS ON INVENTORY PRICING	United States - (US)
20361/81174229US01	62/356,092	6/29/2016			6/29/2016	MACHINE LEARNING TECHNIQUES THAT IDENTIFY ATTRIBUTION OF SMALL SIGNAL STIMULUS IN NOISY RESPONSE CHANNELS	United States - (US)
20361/81174229US02	15/630,806	6/22/2017	9/4/2018	10,068,188	6/29/2016	MACHINE LEARNING TECHNIQUES THAT IDENTIFY ATTRIBUTION OF SMALL SIGNAL STIMULUS IN NOISY RESPONSE CHANNELS	United States - (US)

SCHEDULE A

Patent Number	Application Number	Application Date	Grant Date	Patent Number	First Filing Date	Title	Country
20361/81174229US03	16/052,447	8/1/2018			6/29/2016	MACHINE LEARNING TECHNIQUES THAT IDENTIFY ATTRIBUTION OF SMALL SIGNAL STIMULUS IN NOISY RESPONSE CHANNELS	United States - (US)
20361/81174232US01	15/132,683	4/19/2016			4/19/2016	OPTIMIZING PROMOTIONAL OFFER MIXES USING PREDICTIVE MODELING	United States - (US)
20361/81174236US01	62/324,787	4/19/2016			4/19/2016	CROSS-DEVICE MESSAGE TOUCHPOINT ATTRIBUTION	United States - (US)
20361/81174236US02	15/496,757	4/18/2017	6/9/2020	10,679,260	4/19/2016	CROSS-DEVICE MESSAGE TOUCHPOINT ATTRIBUTION	United States - (US)
20361/81174239US01	62/324,568	4/19/2016			4/19/2016	DYNAMIC MEDIA BUY OPTIMIZATION USING ATTRIBUTION-INFORMED MEDIA BUY EXECUTION FEEDS	United States - (US)
20361/81174239US02	15/491,908	4/19/2017			4/19/2016	DYNAMIC MEDIA BUY OPTIMIZATION USING ATTRIBUTION-INFORMED MEDIA BUY EXECUTION FEEDS	United States - (US)
20361/81174248US01	62/234,569	9/29/2015			9/29/2015	BRAND ENGAGEMENT TOUCHPOINT ATTRIBUTION USING BRAND ENGAGEMENT EVENT WEIGHTING	United States - (US)
20361/81174248US02	15/137,628	4/25/2016			9/29/2015	BRAND ENGAGEMENT TOUCHPOINT ATTRIBUTION USING BRAND ENGAGEMENT EVENT WEIGHTING	United States - (US)
20361/81174296US01	14/823,670	8/11/2015			8/11/2015	ENHANCING TOUCHPOINT ATTRIBUTION ACCURACY USING OFFLINE DATA ONBOARDING	United States - (US)