

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT6345785

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
RONAN HEFFERNAN	11/03/2015
CHAD A. HAGE	04/03/2014
AYAZ HEMANI	04/07/2016
RECEIVING PARTY DATA	
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State/Country:	NEW YORK
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16515964
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NAME OF SUBMITTER:	PETER J. CESARZ
SIGNATURE:	/Peter J. Cesarz/
DATE SIGNED:	10/12/2020
Total Attachments: 9	
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ASSIGNMENT

Serial No: 62/216,480
Filed: September 10, 2015
Title: METHODS AND APPARATUS TO GROUP ADVERTISEMENTS BY
ADVERTISEMENT CAMPAIGN

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 or improvements of the undersigned disclosed in an application for Letters Patent of the United States (which may be a Patent Cooperation Treaty international application designating the United States) 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 or improvements, and in any and all Letters Patent of the United States and/or foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof. This assignment includes all rights associated with said application 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 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 accepts all such rights. This assignment is governed by the Law of the State of Illinois, United States of America.

The undersigned assignor(s) hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned assignor(s) hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of any such application(s) when officially known.

The undersigned assignor(s) warrants himself/herself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned assignor(s) hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all international, divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may

deem necessary or expedient, and for said consideration the undersigned assignor(s) further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming 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 agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

Assignor(s)

WITNESS my hand this 3rd day of November, 2015.


Roman Heffernan

* * * * *

Assignor(s)

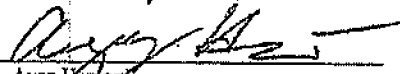
WITNESS my hand this _____ day of _____,

Chad A. Hage

* * * * *

Assignor(s)

WITNESS my hand this 7th day of April, 2010

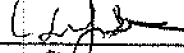


Ayaz Herani

* * * * *

Assignee:

WITNESS my hand this 6 day of March, 2012



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

* * * * *

ASSIGNMENT COVERSHEET

Serial No: 14/988,273
Filed: January 5, 2016
Title: METHODS AND APPARATUS TO GROUP ADVERTISEMENTS BY
ADVERTISEMENT CAMPAIGN

REDACTED

Invention Disclosure - The Nielsen Company - Confidential & Proprietary - Prepared For Review And Advice By Counsel - Attorney Client Privileged

Record ID 81110988
Invention Reference

4. Invention Title

Device or method for detecting that ads are part of a larger campaign by performing palette analysis on ad images

5. Short Title

Palette analysis to detect ad campaign membership of multiple creatives

IP OWNERSHIP

I acknowledge,

that my submission of a Nielsen invention Disclosure Form (IDF) is a result of my engagement by Nielsen to use my skills and ability to develop new processes, make new discoveries, conceive or first reduce to practice new things, improvements and inventions, and associated embodiments and works of authorship, relating to one or more current, planned or future Nielsen products, services, methods or the like, including, without limitation, processes, methods of manufacture, distribution or management of products ("Inventions"). I further acknowledge my obligation to submit to Nielsen for evaluation Inventions developed in connection with or as a result of my engagement with Nielsen or through the use of Nielsen resources. I acknowledge my obligation to assign, and by these presents do hereby assign and transfer, all of my entire right, title and interest in and to all such inventions to Nielsen (or its designated affiliated company), its successors, assigns or nominees. I further agree to fully cooperate with and assist Nielsen in evaluating said Inventions and should Nielsen so decide in its sole discretion, in applying for and preparing any patent applications, executing any assignment or other documents reasonably necessary to file said patent applications, and/or record, perfect or maintain Nielsen's sole and exclusive ownership of said Inventions, patent applications, and any patents that may issue there from anywhere in the world and all intellectual property rights embodied therein or associated with any of the foregoing.

I also agree that,

except as specifically approved in connection with matters I am working on for Nielsen, I shall not, directly or indirectly use, disclose or cause to be disclosed any of the inventions, trade secrets or proprietary information ("Information") associated with this or any IDF or any other information I may be exposed to as a result of my access thereto through the Anaqua software application. All such information and related materials are and shall remain the exclusive property of Nielsen or the clients of Nielsen.

You will be asked to acknowledge and agree to the above once you save the disclosure, and after you sign and approve the form at Step 4. You must agree to the above language in order to submit the disclosure.

STEP 4 - APPROVALS

Email	Name	Role	Phone	% Approval	Date	Approved By	Signature
ronan.heffernan@nielsen.com	Ronan Heffernan	Inventor		02	Apr 2014 12:37:33	Ronan Heffernan	/Ronan Heffernan/
CHAD.HAGE@NIELSEN.COM	Chad A Hage	Inventor		03	Apr 2014 02:49:28	Chad A Hage	/CHAD A. HAGE/
Ayaz.Hemani@nielsen.com	Ayaz Hemani	Inventor		02	Apr 2014 15:42:56	Ayaz Hemani	/Ayaz Hemani/

Assignee:

WITNESS my hand this 8 day of March, 2017



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