

## PATENT ASSIGNMENT COVER SHEET

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| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT   |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT   |
| <b>CONVEYING PARTY DATA</b>   |  |
| <b>Name</b>   | <b>Execution Date</b>                                    |
| BRIAN PAUL JOHNSON  | 10/20/2020   |
| PETER WILLIAM ELLISON   | 10/19/2020   |
| MATTHEW JORGENSEN   | 10/21/2020   |
| GEORGE EARL HARVEY  | 10/19/2020   |
| KURT ROMAN THIELEN  | 10/20/2020   |
| <b>RECEIVING PARTY DATA</b>   |  |
| <b>Name:</b>  | THE NIELSEN COMPANY (US), LLC                            |
| <b>Street Address:</b>  | 85 BROAD ST.   |
| <b>City:</b>  | NEW YORK   |
| <b>State/Country:</b>   | NEW YORK   |
| <b>Postal Code:</b>   | 10004  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |
| <b>Property Type</b>  | <b>Number</b>  |
| <b>Application Number:</b>  | 17075940   |
| <b>CORRESPONDENCE DATA</b>  |  |
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| <b>Correspondent Name:</b>  | MCDONNELL BOEHNEN HULBERT & BERGHOFF LLP                 |
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| <b>ATTORNEY DOCKET NUMBER:</b>  | 20-1579-US   |
| <b>NAME OF SUBMITTER:</b>   | DAVID A. GRABELSKY                                       |
| <b>SIGNATURE:</b>   | /David A. Grabelsky/                                     |
| <b>DATE SIGNED:</b>   | 10/21/2020   |
| <b>Total Attachments: 2</b>   |  |
| source=20-1579-US_Assignment#page1.tif  |  |



**ASSIGNMENT**

Attorney Docket No.: 20-1579-US  
Inventor(s): Brian Paul Johnson  
Peter William Ellison  
Matthew Jorgensen  
George Earl Harvey  
Kurt Roman Thielen

Pat. App. No.: 17/075,940  
Filing Date: October 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:

**Consent Management System with Client Operations**

and identified as:

**Attorney Docket No. 20-1579-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.

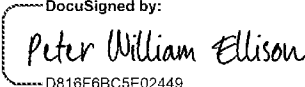
The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

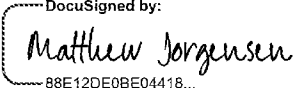
The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the filing date and the application number of said application when officially known.

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: Brian Paul Johnson Date: 10/20/2020

Signature:   
Name: Peter William Ellison Date: 10/19/2020

Signature:   
Name: Matthew Jorgensen Date: 10/21/2020

Signature:   
Name: George Earl Harvey Date: 10/19/2020

Signature:   
Name: Kurt Roman Thielen Date: 10/20/2020