

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT6373255

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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>                    |
| JOHN T. LIVOTI  | 08/18/2020                               |
| STANLEY WELLINGTON WOODRUFF   | 08/18/2020                               |
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| <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>  | 16998814                                 |
| <b>CORRESPONDENCE DATA</b>  |  |
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| <b>ATTORNEY DOCKET NUMBER:</b>  | 81231350US01                             |
| <b>NAME OF SUBMITTER:</b>   | WILLIAM E. JACKLIN                       |
| <b>SIGNATURE:</b>   | /William E. Jacklin/                     |
| <b>DATE SIGNED:</b>   | 10/28/2020                               |
| <b>Total Attachments: 4</b>   |  |
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| source=81231350US01-Assignment-ALL#page3.tif  |  |
| source=81231350US01-Assignment-ALL#page4.tif  |  |

# ASSIGNMENT

Serial No: 16/998,814

Filed: August 20, 2020

Title: METHODS AND APPARATUS TO DETERMINE AN AUDIENCE COMPOSITION BASED ON VOICE RECOGNITION, THERMAL IMAGING, AND FACIAL RECOGNITION

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(s) and/or improvements of the undersigned disclosed in the application for Patent identified above, 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(s) and/or improvements, and in any and all Patent(s), which may be obtained on any of said application(s) anywhere in the world, and in any reissue(s) or extension(s) thereof. This assignment includes all rights associated with said application(s) and the underlying inventions 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(s) 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 hereby accepts all such rights. This assignment is governed by the Law of the State of Illinois, United States of America without regard to its choice of law provisions.

The undersigned Assignor(s) hereby authorize and request the Commissioner of Patents and Trademarks of the United States Patent and Trademark Office to issue any said Letters Patent(s) of the United States to said Assignee.

The undersigned Assignor(s) hereby authorize and request the appropriate governmental official(s) of the appropriate foreign patent Office(s) to issue any said foreign Patent(s) to said Assignee.

The undersigned Assignor(s) hereby authorize and request the attorneys of record in said application(s) 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) warrant themselves to be the owner of the interest(s) herein assigned and to have the right to make this assignment and further warrant that there are no outstanding prior assignments, licenses, or other rights in the interest(s) herein assigned.

For said consideration the undersigned Assignor(s) hereby agree, 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(s) or improvements, and any necessary oath or affidavit relating thereto, and any application(s) for

Herewith is a copy of any Letters Patent that may be granted upon said application(s) and any and all application(s) and other documents for Patent in foreign countries of said invention(s) or improvement(s) that said Assignee, its successors or assigns, may deem necessary or expedient and he said considering the undersigned Assignee(s) further agree upon the terms of said Assignee, its successors or assigns, in the event of any application(s) or Patent(s) assigned herein become involved in litigation, to cooperate to the best of the ability of the undersigned Assignee(s) with said Assignee, its successors or assigns, in the matters of preparing and executing the preliminary matters and giving and producing evidence in support thereof the undersigned Assignee(s) hereby agree to provide, upon request, any and all affirmance acts to obtain said Patent(s) both United States and foreign, and over all rights therein hereby reserved to said Assignee, its successors and assigns, whereby said Patent(s) will be held and enjoyed by said Assignee, its successors and assigns, to the full end of the term by which said Patent(s) may be granted or fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

Assignee(s)

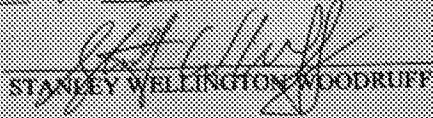
WITNESSES my hand this 15<sup>th</sup> day of August 1908

  
JOHN T. ELLIOT

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Assignor(s)

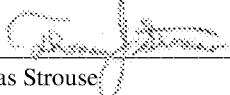
WITNESS my hand this 18 day of August 2020

  
STANLEY WELLINGTON WOODRUFF

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Assignee:

WITNESS my hand this 19 day of October, 2020.

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

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