

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT6491090

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
STEFANOS CHRISTAKIS LIASSIDES	01/11/2021
BRIAN PATRICK JENTZ	01/12/2021
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	THE NIELSEN COMPANY (US), LLC
<b>Street Address:</b>	85 BROAD STREET
<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>
Application Number:	17146569
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(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>	
<b>Phone:</b>	3129130001
<b>Email:</b>	docketing@mbhb.com
<b>Correspondent Name:</b>	MCDONNELL BOEHNEN HULBERT & BERGHOFF LLP
<b>Address Line 1:</b>	300 S. WACKER DRIVE
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60606
<b>ATTORNEY DOCKET NUMBER:</b>	20-1820
<b>NAME OF SUBMITTER:</b>	JAMES L. KORENCHAN
<b>SIGNATURE:</b>	/James L. Korenchan/
<b>DATE SIGNED:</b>	01/12/2021
<b>Total Attachments: 2</b>	
source=20-1820_assignment#page1.tif	
source=20-1820_assignment#page2.tif	

**ASSIGNMENT**

Attorney Docket No.: 20-1820  
Inventor(s): Stefanos Christakis Liassides et al.

Pat. App. No.: 17/146,569  
Filing Date: January 12, 2021

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:

**Content-Modification System With Feature For Managing  
Multiple Content-Modification Requests**

and identified as:

**Attorney Docket No. 20-1820**

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.

DocuSigned by:  
*Stefanos Christakis Liassides*  
A613C8CAD86A489 ...  
Signature: \_\_\_\_\_ Date: 1/11/2021  
Name: Stefanos Christakis Liassides

DocuSigned by:  
*Brian Patrick Jentz*  
E4BA832F2E4E405...  
Signature: \_\_\_\_\_ Date: 1/12/2021  
Name: Brian Patrick Jentz