

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6746121

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	JAKE DAILEY	02/11/2020
	FURQUAN HANIF	07/23/2019
	DIANE MOROVATI LOPEZ	07/28/2019
	JOSE MORTENSEN	02/01/2021
	CHRIS NICOTRA	04/06/2021
	CHRISTINE PIERCE	07/23/2019
	MATTHEW VANLANDEGHEM	03/31/2020
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: 1		
	Property Type	Number
	Application Number:	17337135
CORRESPONDENCE DATA		
Fax Number:	(312)580-9696	
<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>		
Phone:	3125801020	
Email:	hwhite@hfzlaw.com,sfilice@hfzlaw.com	
Correspondent Name:	HANLEY, FLIGHT & ZIMMERMAN, LLC	
Address Line 1:	150 S WACKER DR	
Address Line 2:	SUITE 2200	
Address Line 4:	CHICAGO, UNITED STATES 606064103	
ATTORNEY DOCKET NUMBER:	20004/81180047US03	
NAME OF SUBMITTER:	SERGIO D. FILICE	
SIGNATURE:	/SERGIO D. FILICE/	
DATE SIGNED:	06/04/2021	

PATENT

Total Attachments: 9

source=81180047US02_Assignment_signed_TS#page1.tif
source=81180047US02_Assignment_signed_TS#page2.tif
source=81180047US02_Assignment_signed_TS#page3.tif
source=81180047US02_Assignment_signed_TS#page4.tif
source=81180047US02_Assignment_signed_TS#page5.tif
source=81180047US02_Assignment_signed_TS#page6.tif
source=81180047US02_Assignment_signed_TS#page7.tif
source=81180047US02_Assignment_signed_TS#page8.tif
source=81180047US02_Assignment_signed_TS#page9.tif

ASSIGNMENT

Serial No: 16/520,100

Filed: July 23, 2019

Title: METHODS AND APPARATUS TO DETERMINE A UNIQUE
AUDIENCE FOR INTERNET-BASED MEDIA

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

11

day of

February, 2020

Jake Dailey

* * * * *

Assignor(s)

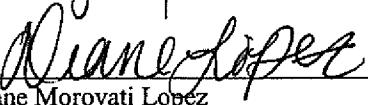
WITNESS my hand this 23 day of July, 2019.

Furqan Hanif
Furqan Hanif

* * * * *

Assignor(s)

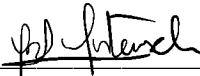
WITNESS my hand this 28th day of July, 2019


Diane Morovati Lopez

* * * * *

Assignor(s)

WITNESS my hand this 1 day of february, 2021.

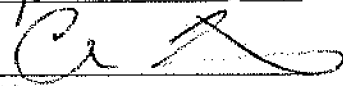


Jose Mortensen

* * * * *

Assignor(s)

WITNESS my hand this 6th day of April, 2021


Chris Nicotra

* * * * *

Assignor(s)

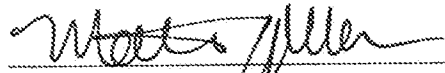
WITNESS my hand this 23rd day of July, 2019.

Christine Pierce
Christine Pierce

* * * * *

Assignor(s)

WITNESS my hand this 31st day of March, 2020


Matthew Vanlandeghem

* * * * *

Assignee:

WITNESS my hand this 4 day of May, 2021.

/  /

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