

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT6847971

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	THE NIELSEN COMPANY (US), LLC	12/21/2015
RECEIVING PARTY DATA		
Name:	NC VENTURES, LLC D/B/A NIELSEN CATALINA SOLUTIONS	
Street Address:	525 VINE ST.	
Internal Address:	SUITE 1550	
City:	CINCINNATI	
State/Country:	OHIO	
Postal Code:	45202	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	16278525
CORRESPONDENCE DATA		
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Correspondent Name:	HANLEY FLIGHT & ZIMMERMAN LLC	
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ATTORNEY DOCKET NUMBER:	20004/114625US03	
NAME OF SUBMITTER:	SERGIO D. FILICE	
SIGNATURE:	/SERGIO D. FILICE/	
DATE SIGNED:	08/04/2021	
Total Attachments: 2		
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ASSIGNMENT

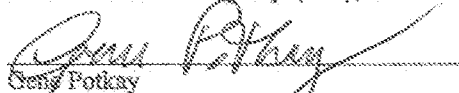
For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, The Nielsen Company (US), LLC., a Delaware Limited Liability Company, having a place of business at 85 Broad Street, New York, New York 10004, (hereinafter "Assignor") hereby assigns to NC Ventures, LLC d/b/a Nielsen Catalina Solutions, a Delaware Limited Liability Company, having a place of business at 525 Vine St., Suite 1550, Cincinnati, Ohio 45202, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the assets identified in the attached schedule A. For avoidance of doubt, this assignment conveys all invention(s) and/or improvement(s) related to the assets identified in schedule A everywhere in the world. The conveyance is inclusive of all priority rights, all international patent applications, all patent applications filed in or to be filed in any country in the world, all patents issued or to be issued in any country in the world, and all reissue(s) and/or extension(s) thereof. This assignment includes all rights associated with said assets including, without limitation, all patent right(s) in any and all countries and all right(s) to claim priority to and/or from any application(s) or patent(s) in any and all countries. No rights whatsoever are reserved to the undersigned assignor, but instead all rights are hereby transferred to the Assignee. This assignment is governed by the Law of the State of Illinois, United States of America.

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

WITNESS my hand this 21st day of December, 2015

The Nielsen Company (US), LLC.

By:


Gen Potkay
Senior Vice President, Intellectual Property

NC Ventures, LLC.

By:


Mike Nazzaro
CEO, NCS

SCHEDULE A

Atty. Docket	Reference Number	Country	Application Serial No.	Filing Date	Title
20004/85096US01	81087136	United States	13/801,401	March 13, 2013	SYSTEMS AND METHODS TO PREDICT PURCHASING BEHAVIOR.
20004/114625US01	81114636	United States	62/079,777	November 14, 2014	METHODS AND APPARATUS TO GENERATE A LONG TERM EFFECT OF ADVERTISING/PROMOTION/MARKETING VARIABLES ON SALES.
20004/125490US01	81125493	United States	62/128,370	March 4, 2015	METHODS AND APPARATUS TO ALLOCATE ITEMS.
20004/114625US02	81115781	United States	14/734,534	June 9, 2015	METHODS, SYSTEMS AND APPARATUS TO CALCULATE LONG-TERM EFFECTS OF MARKETING CAMPAIGNS.
20004/125490US02	81129302	United States	Not yet filed		METHODS AND APPARATUS TO ALLOCATE OR DISTRIBUTE ITEMS TO A NUMBER OF GROUPS BASED ON THE ITEMS SCORE AND GOALS FOR EACH GROUP TO ACHIEVE MAXIMAL GOALS USING SORTING AND DISTRIBUTING TO ACHIEVE RESULTS ON PAR OR BETTER THAN OPTIMIZATION.