

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT7197054

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
LAURA COCHRAN	09/29/2010
DAVID R. MILLER	10/04/2010
JEFF STEVENS	09/29/2010
MARK NELSON	09/29/2010
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:	17520420
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:	narroyo@hfzlaw.com
Correspondent Name:	HANLEY, FLIGHT & ZIMMERMAN, LLC
Address Line 1:	150 S. WACKER DRIVE
Address Line 2:	SUITE 2200
Address Line 4:	CHICAGO, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	20004/76436US08
NAME OF SUBMITTER:	/EILEEN LYSAUGHT/
SIGNATURE:	/EILEEN LYSAUGHT/
DATE SIGNED:	02/28/2022
Total Attachments: 4	
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ASSIGNMENT

Serial No: 12/868,420
Filed: August 25, 2010
Title: METHODS, SYSTEMS AND APPARATUS TO GENERATE MARKET SEGMENTATION DATA WITH ANONYMOUS LOCATION DATA

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to The Nielsen Company (US), LLC, a Delaware Limited Liability Company, 150 North Martingale Road, Schaumburg, Illinois, 60173, (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, 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 thereof.

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 execution date and/or filing date and serial number of said application when officially known.

The undersigned warrants himself 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 hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all 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 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 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 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.

Laura Cochran
Laura Cochran

9/29/10
Date

WITNESS my hand this 29th day of September, 2010

[Signature]
Witness

David R. Miller

Date

WITNESS my hand this _____ day of _____

Witness

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.

Laura Cochran

Date

WITNESS my hand this _____ day of _____, _____.

Witness




David R. Miller

Oct 4, 2010

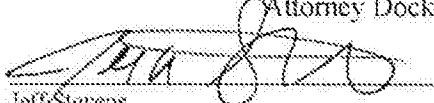
Date

WITNESS my hand this _____ day of _____, _____.



Witness

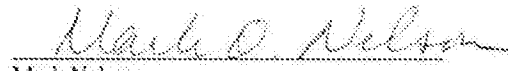
David M Goldberg Jr


Jeff Stevens

9/29/10
Date


WITNESS my hand this 29th day of September, 2010


Witness


Mark Nelson

9/29/10
Date

WITNESS my hand this 29th day of September, 2010


Witness
