

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT7234020

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	PARTIAL RELEASE OF SECURITY INTEREST
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
CITIBANK, N.A.	03/18/2022
<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: 4</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13190056
<b>Application Number:</b>	14990415
<b>Application Number:</b>	16299046
<b>Application Number:</b>	62924102
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	2126834120
<b>Email:</b>	luis.rodriquez@unitedcorporate.com
<b>Correspondent Name:</b>	ELAINE CARRERA, SENIOR PARALEGAL
<b>Address Line 1:</b>	32 OLD SLIP
<b>Address Line 2:</b>	C/O CAHILL GORDON & REINDEL LLP
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10005
<b>NAME OF SUBMITTER:</b>	ELAINE CARRERA
<b>SIGNATURE:</b>	/Elaine Carrera/
<b>DATE SIGNED:</b>	03/21/2022
<b>Total Attachments: 6</b>	
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### RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

Citibank, N.A.

**2. Name and address of receiving party(ies)**

Name: The Nielsen Company (US), LLC

Internal Address: \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) March 18, 2022

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other Partial Release of Security Interest

Street Address: 85 Broad Street

City: New York

State: NY

Country: USA Zip: 10004

Additional name(s) & address(es) attached?  Yes  No

**4. Application or patent number(s):**

This document serves as an Oath/Declaration (37 CFR 1.63).

A. Patent Application No.(s)

B. Patent No.(s)

See Schedule A

See Schedule A

Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Elaine Carrera, Senior Paralegal

Internal Address: \_\_\_\_\_

Street Address: c/o Cahill Gordon & Reindel LLP,  
32 Old Slip

City: New York

State: NY Zip: 10005

Phone Number: (212) 701-3365

Docket Number: \_\_\_\_\_

Email Address: ecarrera@cahill.com

**6. Total number of applications and patents involved: 4**

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ \_\_\_\_\_**

- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

**8. Payment Information**

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**

*Elaine Carrera*

March 18, 2022

Signature

Date

Elaine Carrera

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

**PARTIAL RELEASE OF SECURITY INTEREST IN PATENTS**

This PARTIAL RELEASE OF SECURITY INTEREST IN PATENTS (this “Partial Release”), dated as of March 18, 2022 (the “Effective Date”), is made by CITIBANK, N.A., in its capacity as Collateral Agent (the “Agent”), in favor of the grantors identified on the signature page hereto (the each a “Grantor” and collectively, the “Grantors”).

WHEREAS, pursuant to that certain Intellectual Property Security Agreement, dated as of August 9, 2006, by and among the Agent, the Grantors and certain other parties thereto (as amended and restated as of June 23, 2009 and as otherwise amended, amended and restated, supplemented or otherwise modified from time to time, the “Security Agreement”), each Grantor assigned and granted to the Agent, in its capacity as Collateral Agent, a security interest in and to certain collateral as set forth therein;

WHEREAS, pursuant to the Security Agreement, the Grantors executed and delivered that certain Supplemental IP Security Agreement, dated as of June 4, 2020, which was recorded with the United States Patent and Trademark Office on June 9, 2020, at Reel/Frame 053473/0001, Corrective Supplemental IP Security Agreement, dated June 4, 2020, which was recorded with the United States Patent and Trademark Office on October 7, 2020, at Reel/Frame 054066/0064, Supplemental IP Security Agreement, dated as of June 4, 2020, which was recorded with the United States Patent and Trademark Office on October 15, 2020, at Reel/Frame 054089/0001, and Corrective Supplemental IP Security Agreement, dated June 4, 2020, which was recorded with the United States Patent and Trademark Office on November 25, 2020, at Reel/Frame 054525/0001 (each of the foregoing, a “Supplemental IP Security Agreement” and collectively, the “Supplemental IP Security Agreements”);

WHEREAS, in reliance of the Grantor’s representations, warranties and certifications concerning the transactions referenced in that certain Officer’s Certificate dated March 18, 2022, the Agent has agreed to release, discharge, terminate and cancel its security interest in certain specified collateral including the Patents and patent applications listed on Schedule A attached hereto (the “Released Collateral”).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Agent hereby agrees as follows:

1. Defined Terms. All capitalized terms used, but not otherwise defined herein, shall have the respective meanings ascribed in or otherwise referenced in the Security Agreement or the Supplemental IP Security Agreements, as applicable.

2. Partial Release. The Agent, without representation or warranty of any kind, hereby releases, discharges, terminates and cancels all of its security interest in and to the Released Collateral. If and to the extent that the Agent has acquired any right, title or interest in and to the Released Collateral under the Security Agreement or the Supplemental IP Security Agreements, the Agent, without representation or warranty of any kind, hereby re-transfers, re-conveys and re-assigns such right, title or interest to each applicable Grantor.

3. Limitation. This Partial Release is applicable only and solely with respect to the Released Collateral and to no other collateral arising under the Security Agreement or the Supplemental IP Security Agreements (the “Retained Collateral”). The Agent retains all security interests, liens, rights, titles and interests pledged and granted to the Agent under the Security Agreement and the IP Security Agreement with respect to all such Retained Collateral, and the Agent’s security interest, liens, rights, titles and interests in such Retained Collateral shall not, and shall not be deemed to, be impaired, interrupted or otherwise modified in any respect by this Partial Release.

4. Further Assurances. The Agent agrees to take all further actions, and provide to the Grantors and their respective successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by any Grantor, at such Grantor's sole cost and expense, to more fully and effectively effectuate the purposes of this Partial Release.

5. Governing Law. This Partial Release shall be construed in accordance with and governed by the law of the State of New York.

*[Signature Page Follows]*

IN WITNESS WHEREOF, the Agent has caused this Partial Release to be executed by its duly authorized representative as of the Effective Date:

CITIBANK, N.A., acting in its capacity as  
Collateral Agent

By:   
Name: Keith Lukasavich  
Title: Vice President

Acknowledged and agreed:

THE NIELSEN COMPANY (US), LLC, as Grantor

By:

Jana Palmaccio

Name: Jana Palmaccio

Title: Vice President and Treasurer

[Patent Release Signature Page]

**PATENT**  
**REEL: 059452 FRAME: 0249**

**SCHEDULE A**

**Released Collateral**

<b>Application Title</b>	<b>Application Number</b>	<b>Application Filing Date</b>	<b>Patent Number</b>	<b>Issue Date</b>	<b>Assignee</b>
Configuring an Electronic Device Based on a Transaction	13/190,056	July 25, 2011	9,240,984	Jan. 19, 2016	The Nielsen Company (US), LLC
Configuring an Electronic Device Based on a Transaction	14/990,415	Jan. 7, 2016	10,229,444	Mar. 12, 2019	The Nielsen Company (US), LLC
Configuring an Electronic Device Based on a Transaction	16/299,046	Mar. 11, 2019			The Nielsen Company (US), LLC
Privacy Management System	62/924,102	Oct. 21, 2019			The Nielsen Company (US), LLC