

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
THE NIELSEN COMPANY (US), LLC	02/09/2021
RECEIVING PARTY DATA	
Name:	NIELSEN CONSUMER 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:	17650190
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ATTORNEY DOCKET NUMBER:	20402/NEURO0013US06
NAME OF SUBMITTER:	BRANDON J. DUBE
SIGNATURE:	/Brandon J. Dube/
DATE SIGNED:	05/25/2022
Total Attachments: 17	
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ASSIGNMENT

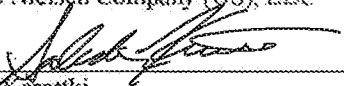
For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, The Nielsen Company (US), LLC, a Delaware Limited Liability Company, having a place of business at 85 Broad Street, New York, New York 10004, (hereinafter "Assignor") hereby assigns to Nielsen Consumer LLC, a Delaware Limited Liability Company, having a place of business at 85 Broad Street, New York, New York 10004, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the assets identified in the attached schedule A. The conveyance is inclusive of all inventions corresponding to the assets identified in the attached schedule, all priority rights in said assets, all rights to claim priority to or from said assets, all rights to file any additional patent application(s) anywhere in the world relating to said assets, all international patent application(s) relating to said assets, all patent application(s) filed in or to be filed in any country in the world relating to said assets or the inventions disclosed in said assets, all patent(s) issued or to be issued in any country in the world for said assets, and all reissue(s), reexamination(s), continuation(s), divisional(s) and/or extension(s) thereof relating to said assets. 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 relating to the assets identified in the attached schedule are hereby transferred to, and accepted by, the Assignee. This assignment is governed by the Law of the State of Illinois, United States of America.

The undersigned hereby authorizes and requests said that all Letters Patent be issued to said Assignee. The undersigned have authority to enter into this agreement on behalf of the entity for which he is an officer.

WITNESS my hand this 9th day of February, 2021.

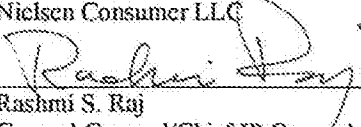
The Nielsen Company (US), LLC

By:


Sal Karotki
Senior Vice President, Intellectual Property

Nielsen Consumer LLC

By:


Rashmi S. Raj
General Counsel/Chief IP Counsel

SCHEDULE A

Patent Docket	Patent Application Title	Country	Date Filed	Application Number	Grant Date	Patent No.
00334US02	METHODS AND APPARATUS FOR IMPROVING DATA WAREHOUSE PERFORMANCE	United States of America	2007-06-26	12/088,809	2009-04-21	7,523,124
00370US02	SYSTEMS AND METHODS FOR CONSUMER PRICE INDEX DETERMINATION USING PANEL-BASED AND POINT-OF-SALE MARKET RESEARCH DATA	United States of America	2008-12-22	12/341,854	2012-09-25	8,275,682
00383US02	METHODS AND APPARATUS TO GENERATE SMART TEXT	United States of America	2009-01-30	12/363,040	2012-11-06	8,306,844
CONS-8US01	METHODS AND APPARATUS TO DETERMINE THE EFFECTS OF TRADE PROMOTIONS ON SUBSEQUENT SALES	United States of America	2008-09-05	61/094,691		
In-Store CWO01	METHODS AND APPARATUS TO SURVEY A RETAIL ENVIRONMENT	Patent Cooperation Treaty	2008-01-24	PCT/US2008/051909		
In-Store EUS01	METHODS AND APPARATUS TO MONITOR SHOPPERS IN A RETAIL ENVIRONMENT	United States of America	2008-06-30	12/164,819	2016-03-15	9,288,268
In-Store EWO01	METHODS AND APPARATUS TO MONITOR SHOPPERS IN A RETAIL ENVIRONMENT	Patent Cooperation Treaty	2008-06-30	PCT/US2008/068786		
IMS-1US01	METHODS AND APPARATUS TO PROVIDE A CHOICE SELECTION WITH DATA PRESENTATION	United States of America	2008-05-12	12/119,245	2016-05-24	9,348,804
IAG-1US01	Computerized System and Method for Increasing the Effectiveness of Advertising	United States of America	2000-07-31	60/221,776		
In-Store FUS01	PROTECTIVE GUARDS FOR MOUNTING AN IDENTIFICATION TAG ON A SHOPPING CARRIER	United States of America	2008-09-26	12/239,245	2011-03-22	7,911,347
00249US02	Method and System for Market Research Data Mining	United States of America	2009-02-16	12/371,723	2011-09-27	8,027,866
00334US03	METHODS AND APPARATUS FOR IMPROVING DATA WAREHOUSE PERFORMANCE	United States of America	2009-03-10	12/400,962	2012-07-10	8,219,521
00381US02	SYSTEMS AND METHODS TO GENERATE AN ENERGY CONSUMPTION INDEX	United States of America	2009-03-30	12/414,289	2012-05-01	8,170,886
In-Store HUS01	METHODS AND APPARATUS TO MONITOR SHOPPERS IN A RETAIL ENVIRONMENT	United States of America	2009-03-31	12/415,506	2012-08-07	8,239,277
00334CN01	METHODS AND APPARATUS FOR IMPROVING DATA WAREHOUSE PERFORMANCE	China	2007-06-26	200780023779.7	2012-07-18	CN101542478B
CONS-4US01	METHODS AND APPARATUS TO DETERMINE EFFECTS OF PROMOTIONAL ACTIVITY ON SALES	United States of America	2009-05-05	12/435,874	2012-09-11	8,265,989
CONS-8US02	METHODS AND APPARATUS TO DETERMINE THE EFFECTS OF TRADE PROMOTIONS ON SUBSEQUENT SALES	United States of America	2009-06-29	12/493,643	2013-01-29	8,364,516
00334HK01	METHODS AND APPARATUS FOR IMPROVING DATA WAREHOUSE PERFORMANCE	Hong Kong	2010-01-12	10100275.4	2013-01-25	1132815
IAG-1JP01	Computerized System and Method for Increasing the Effectiveness of Advertising	Japan	2001-07-31	2002-515619	2011-10-14	4839426
IAG-1AU02	Computerized System and Method for Increasing the Effectiveness of Advertising	Australia	2008-01-18	2008200279	2012-08-16	2008200279
00383AU01	METHODS AND APPARATUS TO GENERATE SMART TEXT	Australia	2009-01-30	2009212733	2011-12-08	2009212733
00383JP01	METHOD, APPARATUS, AND STORAGE MEDIUM TO GENERATE SMART TEXT	Japan	2009-01-31	2010-545208	2013-04-26	5253519
81077068US01	METHODS AND APPARATUS TO PREDICT NEW PRODUCT PERFORMANCE METRICS	United States of America	2011-02-28	61/447,503		
81052463US02	METHODS AND APPARATUS FOR INTEGRATING VOLUMETRIC SALES DATA, MEDIA CONSUMPTION INFORMATION, AND GEOGRAPHIC-DEMOGRAPHIC DATA TO TARGET ADVERTISEMENTS	United States of America	2011-03-14	13/047,541	2014-04-01	8,688,516
NEURO001US01	ADVERTISING, MARKETING AND BRAND EFFECTIVENESS ANALYZER UTILIZING CENTRAL NERVOUS SYSTEM, AUTONOMOUS NERVOUS SYSTEM AND EFFECTOR SYSTEM MEASUREMENTS	United States of America	2007-03-29	60/908,742		
NEURO001WO01	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS	Patent Cooperation Treaty	2008-03-26	PCT/US2008/058264		
NEURO001CN01	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS	China	2008-03-26	200880017883.X	2016-04-27	ZL200880017883

SCHEDULE A

Patent Docket	Patent Application Title	Country	Date Filed	Application Number	Grant Date	Patent No.
NEURO001IN01	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS	India	2008-03-26	6145/CHENP/2009		
NEURO001IL01	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS	Israel	2008-03-26	201187	2018-04-01	201187
NEURO001JP01	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS	Japan	2008-03-26	2010-501190	2013-07-05	5309126
NEURO001KR01	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS	Korea, Republic of (KR)	2008-03-26	10-2009-7022551	2014-11-17	1464397
NEURO005US01	NEURO-INFORMATICS REPOSITORY SYSTEM	United States of America	2007-05-01	60/915,161		
NEURO005US02	NEURO-INFORMATICS REPOSITORY SYSTEM	United States of America	2008-05-01	12/113,863	2013-02-26	8,386,312
NEURO005WO01	NEURO-INFORMATICS REPOSITORY SYSTEM	Patent Cooperation Treaty	2008-05-01	PCT/US2008/062273		
NEURO005JP01	NEURO-INFORMATICS REPOSITORY SYSTEM	Japan	2008-05-01	2010-506646	2013-09-13	5361868
NEURO006US01	NEURO-FEEDBACK BASED STIMULUS COMPRESSION DEVICE	United States of America	2007-05-01	60/915,228		
NEURO009US01	NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM	United States of America	2007-05-16	60/938,286		
NEURO009US02	NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM	United States of America	2008-05-16	12/122,262	2013-03-05	8,392,253
NEURO011US01	AUDIENCE RESPONSE ANALYZER UTILIZING SIMULTANEOUS EEG AND FMRI	United States of America	2007-06-06	60/942,283		
NEURO011US02	AUDIENCE RESPONSE ANALYSIS USING SIMULTANEOUS ELECTROENCEPHALOGRAPHY (EEG) AND FUNCTIONAL MAGNETIC RESONANCE IMAGING	United States of America	2008-06-06	12/135,074	2013-07-23	8,494,905
NEURO013US01	NEURO-PHYSIOLOGICAL AND NEURO-BEHAVIORAL STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	United States of America	2007-07-30	60/952,723		
NEURO013US02	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	United States of America	2008-07-30	12/182,874	2013-09-10	8,533,042
NEURO013WO01	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	Patent Cooperation Treaty	2008-07-30	PCT/US2008/071639		
NEURO013CN01	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	China	2008-07-30	200880101500.7	2013-07-17	200880101500.7
NEURO013EP01	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	European Patent	2008-07-30	8796890.5	2018-12-05	2170161
NEURO013IN01	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	India	2008-07-30	4438/KOLNP/2009	2019-07-03	315502
NEURO013IL01	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	Israel	2008-07-30	203176	2014-02-01	203176
NEURO013JP01	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	Japan	2008-07-30	2010-520159	2014-05-16	5542051
NEURO014US01	NEURO-PHYSIOLOGICAL STIMULUS PLACEMENT SYSTEM	United States of America	2007-08-28	60/968,558		
NEURO014US02	STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS	United States of America	2008-08-27	12/199,557	2013-02-26	8,386,313
NEURO015US01	TOTAL CONSUMER EXPERIENCE ASSESSMENT SYSTEM	United States of America	2007-08-28	60/968,560		
NEURO015US02	CONSUMER EXPERIENCE ASSESSMENT SYSTEM	United States of America	2008-08-27	12/199,583	2013-03-05	8,392,254
NEURO015WO01	CONSUMER EXPERIENCE ASSESSMENT SYSTEM	Patent Cooperation Treaty	2008-08-27	PCT/US2008/074467		
NEURO015CN01	CONSUMER EXPERIENCE ASSESSMENT SYSTEM	China	2008-08-27	200880104982.1	2013-05-01	200880104982.1
NEURO015IN01	CONSUMER EXPERIENCE ASSESSMENT SYSTEM	India	2008-08-27	4441/KOLNP/2009	2019-09-03	319719

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Patent Docket	Patent Application Title	Country	Date Filed	Application Number	Grant Date	Patent No.
NEURO015JP01	CONSUMER EXPERIENCE ASSESSMENT SYSTEM	Japan	2008-08-27	2010-523112	2014-05-09	5539876
NEURO016US01	TOTAL CONSUMER EXPERIENCE PORTRAYAL EFFECTIVENESS ASSESSMENT SYSTEM	United States of America	2007-08-28	60/968,563		
NEURO016US02	CONSUMER EXPERIENCE PORTRAYAL EFFECTIVENESS ASSESSMENT SYSTEM	United States of America	2008-08-27	12/199,596	2014-01-21	8,635,105
NEURO017US01	CONTENT BASED SELECTION AND META TAGGING OF AD BREAKS	United States of America	2007-08-29	60/968,567		
NEURO017US02	CONTENT BASED SELECTION AND META TAGGING OF ADVERTISEMENT BREAKS	United States of America	2008-08-28	12/200,813	2013-03-05	8,392,255
NEURO018US01	PERSONALIZED CONTENT DELIVERY BLENDING NEUROLOGICAL ASSESSED PRIMING AND USER PREFERENCES	United States of America	2007-09-20	60/973,856		
NEURO020US01	ADVERTISING, MARKETING, ENTERTAINMENT AND BRAND EFFECTIVENESS ANALYZER UTILIZING MEG INCLUDED CENTRAL NERVOUS SYSTEM, AUTONOMOUS NERVOUS SYSTEM AND EFFECTOR SYSTEM MEASUREMENTS	United States of America	2007-09-20	60/973,917		
NEURO020US02	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING MAGNETOENCEPHALOGRAPHY	United States of America	2008-09-19	12/234,388	2013-07-23	8,494,610
NEURO021US01	METHODS AND APPARATUS FOR PROVIDING VIDEO WITH EMBEDDED MEDIA	United States of America	2009-01-21	12/357,302	2012-09-18	8,270,814
81082644US01	METHODS AND APPARATUS FOR PROVIDING ALTERNATE MEDIA FOR VIDEO DECODERS	United States of America	2009-01-21	12/357,315	2016-05-31	9,357,240
81082755US01	METHODS AND APPARATUS FOR PROVIDING PERSONALIZED MEDIA IN VIDEO	United States of America	2009-01-21	12/357,322	2013-06-11	8,464,288
NEURO028US01	DRY ELECTRODES FOR ELECTROENCEPHALOGRAPHY	United States of America	2009-08-24	12/546,586		
NEURO033US01	ANALYSIS OF THE MIRROR NEURON SYSTEM FOR EVALUATION OF STIMULUS	United States of America	2009-08-21	12/545,455	2014-02-18	8,655,437
NEURO034US01	ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL	United States of America	2009-10-29	12/608,660	2017-02-07	9,560,984
NEURO036US01	INTRACLUSTER CONTENT MANAGEMENT USING NEURO-RESPONSE PRIMING DATA	United States of America	2009-10-29	12/608,696	2012-06-26	8,209,224
NEURO038US01	ADVERTISEMENT EXCHANGE USING NEURO-RESPONSE DATA	United States of America	2009-11-19	12/622,292	2012-12-18	8,335,715
NEURO038WO01	ADVERTISEMENT EXCHANGE USING NEURO-RESPONSE DATA	Patent Cooperation Treaty	2010-11-08	PCT/US2010/055880		
NEURO039US01	MULTIMEDIA ADVERTISEMENT EXCHANGE	United States of America	2009-11-19	12/622,312	2012-12-18	8,335,716
NEURO039WO01	MULTIMEDIA ADVERTISEMENT EXCHANGE	Patent Cooperation Treaty	2010-11-08	PCT/US2010/055881		
NEURO043US01	NEURO-RESPONSE DATA SYNCHRONIZATION	United States of America	2010-05-12	12/778,828	2014-02-18	8,655,428
NEURO046US01	NEURO-RESPONSE EVALUATED STIMULUS IN VIRTUAL REALITY ENVIRONMENTS	United States of America	2010-08-09	12/853,197	2013-03-05	8,392,250
NEURO048US01	EFFECTIVE VIRTUAL REALITY ENVIRONMENTS FOR PRESENTATION OF MARKETING MATERIALS	United States of America	2010-08-25	12/868,531	2013-03-12	8,396,744
NEURO050US01	LOCATION AWARE PRESENTATION OF STIMULUS MATERIAL	United States of America	2010-08-09	12/853,213	2013-03-05	8,392,251
NEURO002US01	PROTOCOL GENERATOR AND PRESENTER DEVICE FOR ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS	United States of America	2008-03-26	12/056,211	2013-06-25	8,473,345
NEURO006US02	NEURO-FEEDBACK BASED STIMULUS COMPRESSION DEVICE	United States of America	2008-05-01	12/113,870	2018-02-06	9,886,981
NEURO001US02	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA	United States of America	2008-03-26	12/056,190	2013-07-09	8,484,081
81083304US01	METHODS AND APPARATUS TO MONITOR PRODUCTS IN STORES	United States of America	2011-09-12	61/533,770		

SCHEDULE A

Patent Docket	Patent Application Title	Country	Date Filed	Application Number	Grant Date	Patent No.
81085038US01	METHODS AND APPARATUS TO ASSESS MARKETING CONCEPTS PRIOR TO MARKET PARTICIPATION	United States of America	2012-05-11	61/645,908		
81077068US02	METHODS AND APPARATUS TO PREDICT NEW PRODUCT PERFORMANCE METRICS	United States of America	2012-02-27	13/405,856	2013-09-24	8,543,446
NEURO060DE01	SENSOR SYSTEM FOR NON-INVASIVE DETECTION OF ELECTROMAGNETIC SIGNALS OF BIOLOGICAL ORIGIN	Germany (Federal Republic of)	2010-06-17	DE102010017415.7		
NEURO059DE01	SENSOR SYSTEM FOR NONINVASIVE DETECTION OF ELECTROCARDIOGRAM SIGNALS	Germany (Federal Republic of)	2010-01-22	DE102010005551.4		
EM001US01	METHOD AND SYSTEM FOR USING COHERENCE OF BIOLOGICAL RESPONSES AS A MEASURE OF PERFORMANCE OF A MEDIA	United States of America	2007-03-07	60/905,184		
EM001US02	METHOD AND SYSTEM FOR USING COHERENCE OF BIOLOGICAL RESPONSES AS A MEASURE OF PERFORMANCE OF A MEDIA	United States of America	2007-05-17	11/804,517	2012-07-24	8,230,457
EM001WO01	METHOD AND SYSTEM FOR USING COHERENCE OF BIOLOGICAL RESPONSES AS A MEASURE OF PERFORMANCE OF A MEDIA	Patent Cooperation Treaty	2007-06-27	PCT/US2007/015019		
EM002US01	METHOD AND SYSTEM FOR RATING MEDIA AND EVENTS IN MEDIA BASED ON PHYSIOLOGICAL DATA	United States of America	2007-03-08	60/905,616		
EM002US02	METHOD AND SYSTEM FOR RATING MEDIA AND EVENTS IN MEDIA BASED ON PHYSIOLOGICAL DATA	United States of America	2007-05-17	11/804,555	2014-07-15	8,782,681
EM002WO01	METHOD AND SYSTEM FOR RATING MEDIA AND EVENTS IN MEDIA BASED ON PHYSIOLOGICAL DATA	Patent Cooperation Treaty	2007-06-27	PCT/US2007/014955		
EM002JP01	METHOD AND SYSTEM FOR RATING MEDIA AND EVENTS IN MEDIA BASED ON PHYSIOLOGICAL DATA	Japan	2007-06-27	2009-552656	2015-05-15	5746472
EM003US01	Method And System For Creating An Aggregated View Of User Response Over Time-Variant Media Using Physiological Data	United States of America	2007-03-06	60/905,079		
EM003WO01	A METHOD AND SYSTEM FOR CREATING AN AGGREGATED VIEW OF USER RESPONSE OVER TIME-VARIANT MEDIA USING PHYSIOLOGICAL DATA	Patent Cooperation Treaty	2007-07-25	PCT/US2007/016796		
EM003CN01	A METHOD AND SYSTEM FOR CREATING AN AGGREGATED VIEW OF USER RESPONSE OVER TIME-VARIANT MEDIA USING PHYSIOLOGICAL DATA	China	2007-07-25	200780052869.9	2013-01-02	CN101755405B
EM004US01	DEVICE AND METHOD FOR SENSING ELECTRICAL ACTIVITY IN TISSUE	United States of America	2005-09-02	60/713,899		
EM004US02	DEVICE AND METHOD FOR SENSING ELECTRICAL ACTIVITY IN TISSUE	United States of America	2006-08-08	11/500,678	2016-05-31	9,351,658
EM004WO01	DEVICE AND METHOD FOR SENSING ELECTRICAL ACTIVITY IN TISSUE	Patent Cooperation Treaty	2006-08-08	PCT/US2006/031569		
EM004JP01	DEVICE AND METHOD FOR SENSING ELECTRICAL ACTIVITY IN TISSUE	Japan	2006-08-08	2008-529085	2012-08-17	5065275
EM005US01	METHOD AND SYSTEM FOR MEASURING AND RANKING AN "ENGAGEMENT" RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS, OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	United States of America	2007-03-08	60/905,447		
EM005US02	METHOD AND SYSTEM FOR MEASURING AND RANKING AN "ENGAGEMENT" RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS, OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	United States of America	2007-08-28	11/845,993	2014-07-01	8,764,652
EM005WO01	METHOD AND SYSTEM FOR MEASURING AND RANKING AN "ENGAGEMENT" RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS, OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	Patent Cooperation Treaty	2007-09-24	PCT/US2007/020714		
EM005CN01	METHOD AND SYSTEM FOR MEASURING AND RANKING AN "ENGAGEMENT" RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS, OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	China	2007-09-24	200780052893.2	2012-08-29	200780052893.2
EM005EP01	METHOD AND SYSTEM FOR MEASURING AND RANKING AN "ENGAGEMENT" RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS, OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	European Patent	2012-09-24	7838838.6	2016-09-14	2134254
EM005JP01	METHOD AND SYSTEM FOR MEASURING AND RANKING AN "ENGAGEMENT" RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS, OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	Japan	2007-09-24	2009-552661	2013-10-11	5384371
EM007US01	METHOD AND SYSTEM FOR MEASURING AND RANKING A POSITIVE OR NEGATIVE RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	United States of America	2007-03-07	60/905,181		

SCHEDULE A

Patent Docket	Patent Application Title	Country	Date Filed	Application Number	Grant Date	Patent No.
EM007US02	METHOD AND SYSTEM FOR MEASURING AND RANKING A POSITIVE OR NEGATIVE RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	United States of America	2007-08-28	11/846,068	2013-06-25	8,473,044
EM007WO01	METHOD AND SYSTEM FOR MEASURING AND RANKING A POSITIVE OR NEGATIVE RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	Patent Cooperation Treaty	2007-09-24	PCT/US2007/020713		
EM007CN01	METHOD AND SYSTEM FOR MEASURING AND RANKING A POSITIVE OR NEGATIVE RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	China	2007-09-24	200780052855.7	2012-05-09	200780052855.7
EM007EP01	METHOD AND SYSTEM FOR MEASURING AND RANKING A POSITIVE OR NEGATIVE RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	European Patent	2007-09-24	7852430.3	2016-04-13	2134255
EM007JP01	METHOD AND SYSTEM FOR MEASURING AND RANKING A POSITIVE OR NEGATIVE RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	Japan	2007-09-24	2009-552660	2014-09-19	5616640
EM009US01	INTEGRATED SENSOR HEADSET	United States of America	2007-09-07	60/970,898		
EM008US01	METHOD AND SYSTEM FOR CREATING A DYNAMIC AND AUTOMATED TESTING OF USER RESPONSE	United States of America	2007-07-26	60/962,486		
EM017US01	SYSTEMS AND METHODS PROVIDING REMOTE ACCESS TO MEDIA, RELATED PHYSIOLOGICAL RESPONSES AND SURVEY DATA FROM VIEWERS	United States of America	2007-10-02	60/977,040		
EM018US01	SYSTEMS AND METHODS FOR OBTAINING PHYSIOLOGICAL RESPONSES TO MEDIA VIEWED IN A GROUP SETTING	United States of America	2007-10-31	60/984,260		
EM019US01	SYSTEMS AND MEHTODS PROVIDING GRAPHICAL REPRESENTATION OF VERBATIM COMMENTS FROM VIEWERS	United States of America	2007-10-02	60/977,042		
EM020US01	SYSTEMS AND METHODS PROVIDING ACTIONABLE INSIGHTS BASED ON PHYSIOLOGICAL RESPONSES FROM VIEWERS	United States of America	2007-10-02	60/977,045		
EM035US01	ELECTROENCEPHALOGRAM (EEG) CLUSTER ELECTRODES	United States of America	2010-03-20	61/315,924		
EM008WO01	METHOD AND SYSTEM FOR CREATING A DYNAMIC AND AUTOMATED TESTING OF USER RESPONSE	Patent Cooperation Treaty	2008-07-25	PCT/US2008/009110		
EM023US01	APPARATUS AND METHOD FOR OBJECTIVELY DETERMINING HUMAN RESPONSE TO MEDIA	United States of America	2007-03-02	11/681,265	2015-12-22	9,215,996
EM024US01	METHOD AND APPARATUS FOR SENSING BLOOD OXYGEN	United States of America	2007-09-07	11/852,189	2013-02-19	8,376,952
EM031US01	IDENTIFYING KEY MEDIA EVENTS AND MODELING CAUSAL RELATIONSHIPS BETWEEN KEY EVENTS AND REPORTED FEELINGS	United States of America	2007-12-18	11/959,399	2013-01-01	8,347,326
EM031WO01	IDENTIFYING KEY MEDIA EVENTS AND MODELING CAUSAL RELATIONSHIPS BETWEEN KEY EVENTS AND REPORTED FEELINGS	Patent Cooperation Treaty	2008-12-05	PCT/US2008/085723		
EM024WO01	METHOD AND APPARATUS FOR SENSING BLOOD OXYGEN	Patent Cooperation Treaty	2008-09-08	PCT/US2008/075651		
EM009WO01	INTEGRATED SENSOR HEADSET	Patent Cooperation Treaty	2008-09-08	PCT/us2008/075640		
EM009CN01	INTEGRATED SENSOR HEADSET	China	2008-09-08	200880110604.4	2012-06-13	200880110604.4
EM017US02	SYSTEM FOR REMOTE ACCESS TO MEDIA, AND REACTION AND SURVEY DATA FROM VIEWERS OF THE MEDIA	United States of America	2008-10-02	12/244,748	2012-04-03	8,151,292
EM017US03	SYSTEM FOR REMOTE ACCESS TO MEDIA, AND REACTION AND SURVEY DATA FROM VIEWERS OF THE MEDIA	United States of America	2011-10-04	13/252,910		
EM018US02	SYSTEMS AND METHODS PROVIDING EN MASS COLLECTION AND CENTRALIZATION PROCESSING OF PHYSIOLOGICAL RESPONSES FROM VIEWERS	United States of America	2008-10-31	12/263,331	2016-12-20	9,521,960
EM018WO01	SYSTEMS AND METHODS PROVIDING EN MASS COLLECTION AND CENTRALIZED PROCESSING OF PHYSIOLOGICAL RESPONSES FROM VIEWERS.	Patent Cooperation Treaty	2008-10-31	PCT/US2008/082147		
EM019US02	SYSTEM PROVIDING ACTIONABLE INSIGHTS BASED ON PHYSIOLOGICAL RESPONSES FROM VIEWERS OF MEDIA	United States of America	2008-10-02	12/244,751	2012-12-04	8,327,395
EM020US02	PROVIDING ACTIONABLE INSIGHTS BASED ON PHYSIOLOGICAL RESPONSES FROM VIEWERS OF MEDIA	United States of America	2008-10-02	12/244,752	2012-12-11	8,332,883

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EM035US02	ELECTROENCEPHALOGRAM (EEG) CLUSTER ELECTRODES	United States of America	2011-03-21	13/053,016	2014-06-03	8,744,808
EM035WO01	ELECTROENCEPHALOGRAM (EEG) CLUSTER ELECTRODES	Patent Cooperation Treaty	2011-03-21	PCT/US2011/029262		
EM035US03	ELECTROENCEPHALOGRAM (EEG) CLUSTER ELECTRODES	United States of America	2011-03-21	13/053,043	2014-07-08	8,774,894
81088731US01	METHODS, APPARATUS, AND ARTICLES OF MANUFACTURE TO MEASURE GEOGRAPHICAL FEATURES USING AN IMAGE OF A GEOGRAPHICAL LOCATION	United States of America	2012-02-23	61/602,423		
EM007CN02	METHOD AND SYSTEM FOR MEASURING AND RANKING A RESPONSE USING PHYSIOLOGICAL SIGNALS	China	2012-03-13	201210063607.5	2015-07-15	201210063607.5
NEURO036US02	INTRACLUSTER CONTENT MANAGEMENT USING NEURO-RESPONSE PRIMING DATA	United States of America	2012-04-11	13/444,149	2014-06-24	8,762,202
EM004JP02	DEVICE AND METHOD FOR SENSING ELECTRICAL ACTIVITY IN TISSUE	Japan	2012-07-06	2012-152836	2014-07-04	5568757
In-Store HUS02	METHODS AND APPARATUS TO MONITOR SHOPPERS IN A RETAIL ENVIRONMENT	United States of America	2012-05-18	13/475,571	2016-02-23	9,269,093
00334CN02	METHODS AND APPARATUS FOR IMPROVING DATA WAREHOUSE PERFORMANCE	China	2012-05-17	201210154165.5	2016-12-14	201210154165.5
81082639US02	METHODS AND APPARATUS FOR PROVIDING VIDEO WITH EMBEDDED MEDIA	United States of America	2012-08-09	13/570,946	2015-03-10	8,977,110
81083117US01	METHODS AND APPARATUS TO SEARCH DATASETS	United States of America	2013-03-14	13/828,780	2015-04-07	9,002,886
00334US04	METHODS AND APPARATUS FOR IMPROVING DATA WAREHOUSE PERFORMANCE	United States of America	2012-06-21	13/529,359	2014-05-27	8,738,576
EM005CN02	METHOD AND SYSTEM FOR MEASURING AND RANKING AN "ENGAGEMENT" RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS, OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	China	2007-09-24	201210244954.8	2015-04-01	201210244954.8
NEURO062US01	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2012-08-17	61/684,640		
NEURO048US02	EFFECTIVE VIRTUAL REALITY ENVIRONMENTS FOR PRESENTATION OF MARKETING MATERIALS	United States of America	2012-08-08	13/569,711	2013-10-01	8,548,852
CONS-4US02	METHODS AND APPARATUS TO DETERMINE EFFECTS OF PROMOTIONAL ACTIVITY ON SALES	United States of America	2012-08-10	13/571,575	2013-11-12	8,583,477
EM001US03	METHOD AND SYSTEM FOR USING COHERENCE OF BIOLOGICAL RESPONSES AS A MEASURE OF PERFORMANCE OF A MEDIA	United States of America	2012-07-19	13/553,515	2015-03-03	8,973,022
81083304WO01	METHODS AND APPARATUS TO MONITOR PRODUCTS IN STORES	Patent Cooperation Treaty	2012-09-12	PCT/US12/54847		
EM035DE01	ELECTROENCEPHALOGRAM (EEG) CLUSTER ELECTRODES	Germany (Federal Republic of)	2011-03-21	112011100979.8	2017-08-24	112011100979
00383US03	METHODS AND APPARATUS TO GENERATE SMART TEXT	United States of America	2012-10-18	13/654,899	2014-06-24	8,762,192
EM019US03	SYSTEMS AND METHODS TO DETERMINE MEDIA EFFECTIVENESS	United States of America	2012-10-24	13/659,592	2015-04-28	9,021,515
EM031US02	IDENTIFYING KEY MEDIA EVENTS AND MODELING CAUSAL RELATIONSHIPS BETWEEN KEY EVENTS AND REPORTED FEELINGS	United States of America	2012-11-20	13/682,503	2014-07-29	8,793,715
NEURO064US01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2013-03-14	13/829,849	2016-04-26	9,320,450
NEURO014US03	STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS	United States of America	2012-12-28	13/730,541	2018-11-13	10,127,572
NEURO017US03	CONTENT BASED SELECTION AND META TAGGING OF ADVERTISEMENT BREAKS	United States of America	2012-12-28	13/730,564	2018-11-27	10,140,628
NEURO062US02	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2012-12-27	13/728,900	2015-06-23	9,060,671
NEURO062US03	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2012-12-27	13/728,913	2015-03-24	8,989,835

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EM007HK01	METHOD AND SYSTEM FOR MEASURING AND RANKING A POSITIVE OR NEGATIVE RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	Hong Kong	2013-03-27	13103839.4	2016-08-26	1176265
81083304US02	METHODS AND APPARATUS TO MONITOR PRODUCTS IN STORES	United States of America	2012-09-12	14/006,659	2016-10-18	9,471,893
NEURO065US01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2014-04-03	61/974,847		
81082755US02	METHODS AND APPARATUS FOR PROVIDING PERSONALIZED MEDIA IN VIDEO	United States of America	2013-06-10	13/914,571	2015-02-10	8,955,010
NEURO062EP01	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	European Patent	2013-08-14	13004052	2018-10-03	2698099
NEURO062CN01	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	China	2013-08-17	201310471815.3	2016-05-11	201310471815.3
NEURO062IN01	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	India	2013-08-16	3633/CHE/2013		
NEURO062JP01	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Japan	2013-08-19	2013-169723	2014-12-19	5665205
NEURO070US01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2014-03-12	14/206,529	2016-07-26	9,398,864
NEURO043US02	NEURO-RESPONSE DATA SYNCHRONIZATION	United States of America	2014-02-11	14/177,698	2016-05-10	9,336,535
NEURO064WO01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Patent Cooperation Treaty	2014-03-04	PCT/US14/20255		
NEURO065US02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2014-06-02	14/293,557	2017-04-18	9,622,702
HAR003US01	SYSTEM AND METHOD FOR CONDUCTING PRODUCT CONFIGURATION RESEARCH OVER A COMPUTER-BASED NETWORK	United States of America	2001-06-15	09/882,203	2008-07-08	7,398,233
HAR003US02	SYSTEM AND METHOD FOR CONDUCTING PRODUCT CONFIGURATION RESEARCH OVER A COMPUTER-BASED NETWORK	United States of America	2003-05-27	10/446,064	2011-02-15	7,890,387
HAR003US03	SYSTEM AND METHOD FOR CONDUCTING PRODUCT CONFIGURATION RESEARCH OVER A COMPUTER-BASED NETWORK	United States of America	2008-05-29	12/154,974	2010-10-26	7,822,632
HAR004US01	SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK	United States of America	2004-02-20	10/783,733	2007-11-27	7,302,475
HAR004US02	SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK	United States of America	2007-10-15	11/974,582	2011-03-22	7,912,898
NEURO062HK01	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Hong Kong	2014-10-09	14110048.5	2017-08-18	1196522B
AFF001US01	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT WITH CONTENT AWARE TEXT EDITOR	United States of America	2013-03-15	61/787,028		
AFF002US01	METHODS AND APPARATUS FOR INTERACTIVE EVOLUTIONARY OPTIMIZATION OF CONCEPTS	United States of America	2013-03-15	61/788,476		
AFF002US02	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	United States of America	2013-03-15	61/792,525		
AFF002US03	EVOLUTIONARY CONTENT SOURCING, SORTING AND SCORING	United States of America	2013-03-15	61/792,611		
AFF005US01	DETERMINING DESIGN PREFERENCES OF A GROUP	United States of America	2004-05-24	10/852,356	2007-12-11	7,308,418
AFF006US01	CONCEPT STUDIO METHOD AND SYSTEM	United States of America	2011-03-08	61/450,531		
AFF006US02	CONCEPT STUDIO METHOD AND SYSTEM	United States of America	2011-03-08	61/450,546		
AFF006US03	CONCEPT STUDIO METHOD AND SYSTEM	United States of America	2011-03-08	61/450,559		
AFF006US04	CONCEPT STUDIO METHOD AND SYSTEM	United States of America	2011-07-11	61/506,503		
AFF007US01	OPTIMAL SOLUTION IDENTIFICATION IN INTERACTIVE EVOLUTIONARY ALGORITHMS	United States of America	2012-01-13	61/586,434		

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AFF010US01	METHOD AND SYSTEM FOR PREDICTING PERSONAL PREFERENCES	United States of America	2007-06-06	11/758,877	2011-01-25	7,877,346
AFF002US04	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY OPTIMIZATION OF CONCEPTS	United States of America	2014-03-14	14/211,788	2017-10-24	9,799,041
AFF002US05	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	United States of America	2014-03-13	14/208,013	2017-10-10	9,785,995
AFF002WO01	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	Patent Cooperation Treaty	2014-03-13	PCT/US2014/026808		
AFF001US02	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT WITH CONTENT AWARE TEXT EDITOR	United States of America	2014-03-13	14/208,041	2015-12-08	9,208,132
AFF006US05	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	United States of America	2012-03-08	13/415,720	2016-02-16	9,262,776
AFF005WO01	DETERMINING DESIGN PREFERENCES OF A GROUP	Patent Cooperation Treaty	2005-05-16	PCT/US05/17179		
81112586US01	METHODS AND APPARATUS FOR INVENTORY DETERMINATIONS USING PORTABLE DEVICES	United States of America	2015-03-16	14/658,964	2016-06-14	9,367,831
AFF006WO01	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	Patent Cooperation Treaty	2012-03-08	PCT/US2012/028364		
AFF006US06	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	United States of America	2012-03-08	13/415,732	2015-08-18	9,111,298
AFF006US07	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	United States of America	2012-03-08	13/415,739	2015-12-08	9,208,515
AFF006US08	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	United States of America	2012-03-08	13/415,748	2014-10-21	8,868,446
AFF006US09	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	United States of America	2012-03-08	13/415,757	2015-12-22	9,218,614
AFF006WO02	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	Patent Cooperation Treaty	2012-03-08	PCT/US2012/028375		
AFF006WO03	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	Patent Cooperation Treaty	2012-03-08	PCT/US2012/028369		
AFF006WO04	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	Patent Cooperation Treaty	2012-03-08	PCT/US2012/028373		
AFF006WO05	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	Patent Cooperation Treaty	2012-03-08	PCT/US2012/028376		
AFF007US02	OPTIMAL SOLUTION IDENTIFICATION SYSTEM AND METHOD	United States of America	2013-01-14	13/740,699	2016-04-12	9,311,383
NEURO064BR01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Brazil	2014-03-04	BR11020140302219		
NEURO064CN01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	China	2014-03-04	201480001432.2	2017-03-08	201480001432.2
NEURO064EP01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	European Patent	2014-03-04	14774102.9	2018-05-09	2967407
NEURO064IN01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	India	2014-03-04	10100/DELNP/2014		
NEURO064JP01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Japan	2014-03-04	2015-524516	2017-01-27	6080278
NEURO064MX01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Mexico	2014-03-04	MX/a/2014/014739	2016-08-15	341321
81110533US01	METHODS AND APPARATUS TO IDENTIFY AFFINITY BETWEEN SEGMENT ATTRIBUTES AND PRODUCT CHARACTERISTICS	United States of America	2015-04-02	62/142,427		
NEURO062US05	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2015-01-30	14/610,473	2015-12-22	9,215,978
AFF002WO02	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY OPTIMIZATION OF CONCEPTS	Patent Cooperation Treaty	2014-03-14	PCT/US2014/027812		
81115786US01	METHODS AND APPARATUS FOR FACILITATING A SALES TRANSACTION VIA AN INTERACTIVE DISPLAY PLATFORM	United States of America	2015-04-16	62/148,592		

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81083117US02	METHODS AND APPARATUS TO SEARCH DATASETS	United States of America	2015-02-25	14/631,298	2016-06-28	9,378,267
NEURO070WO01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Patent Cooperation Treaty	2015-03-10	PCT/US15/19721		
EM019US04	SYSTEMS AND METHODS TO DETERMINE MEDIA EFFECTIVENESS	United States of America	2015-03-30	14/673,077	2017-02-14	9,571,877
81121924US01	METHODS AND APPARATUS TO PROFILE GEOGRAPHIC AREAS OF INTEREST	United States of America	2015-09-25	14/866,347	2021-01-05	10,885,097
NEURO065WO01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Patent Cooperation Treaty	2015-03-26	PCT/US15/22733		
81110533US02	METHODS AND APPARATUS TO IDENTIFY AFFINITY BETWEEN SEGMENT ATTRIBUTES AND PRODUCT CHARACTERISTICS	United States of America	2015-08-07	14/821,363	2018-12-04	10,147,108
81115786US02	METHODS AND APPARATUS FOR FACILITATING A SALES TRANSACTION VIA AN INTERACTIVE DISPLAY PLATFORM	United States of America	2015-07-16	14/801,291	2019-03-05	10,223,734
81129137US01	NON-NAMED COMPETITORS	United States of America	2015-07-13	62/191,848		
INN006US01	METHOD AND SYSTEM FOR DETERMINING AUDIENCE RESPONSE TO A SENSORY STIMULUS	United States of America	2006-09-05	60/824,546		
INN006US02	METHOD AND SYSTEM FOR DETERMINING AUDIENCE RESPONSE TO A SENSORY STIMULUS	United States of America	2007-09-05	11/850,650	2012-10-23	8,296,172
INN006WO01	METHOD AND SYSTEM FOR DETERMINING AUDIENCE RESPONSE TO A SENSORY STIMULUS	Patent Cooperation Treaty	2007-09-05	PCT/US2007/019398		
INN006CA01	METHOD AND SYSTEM FOR DETERMINING AUDIENCE RESPONSE TO A SENSORY STIMULUS	Canada	2007-09-05	2,662,632	2016-08-02	2,662,632
INN006IN01	METHOD AND SYSTEM FOR DETERMINING AUDIENCE RESPONSE TO A SENSORY STIMULUS	India	2007-09-05	946/KOLNP/2009	2019-08-27	319118
INN006JP01	METHOD AND SYSTEM FOR DETERMINING AUDIENCE RESPONSE TO A SENSORY STIMULUS	Japan	2007-09-05	2009-527401	2013-02-08	5194015
INN006WO02	METHOD AND SYSTEM FOR MEASURING USER EXPERIENCE FOR INTERACTIVE ACTIVITIES	Patent Cooperation Treaty	2010-04-16	PCT/US10/31375		
INN006US04	METHOD AND SYSTEM FOR DETERMINING AUDIENCE RESPONSE TO A SENSORY STIMULUS	United States of America	2012-10-22	13/657,432	2016-12-06	9,514,439
INN006AU03	METHOD AND SYSTEM FOR DETERMINING AUDIENCE RESPONSE TO A SENSORY STIMULUS	Australia	2013-12-23	2013273825	2015-10-22	2013273825
INN008US01	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR OF TV NETWORKS	United States of America	2009-03-30	61/164,892		
INN008US02	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	United States of America	2010-03-29	12/749,376	2016-12-06	9,514,436
INN008WO01	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	Patent Cooperation Treaty	2010-03-30	PCT/US10/29162		
INN008IN01	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	India	2010-03-30	4090/KOLNP/2011		
INN008JP01	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	Japan	2010-03-30	2012-503596	2015-06-05	5756456
INN009US01	SHORT IMAGERY TASK (SIT) RESEARCH METHOD	United States of America	2010-04-19	61/325,794		
INN009US02	SHORT IMAGERY TASK (SIT) RESEARCH METHOD	United States of America	2011-04-19	13/089,752	2014-04-01	8,684,742
INN009WO01	SHORT IMAGERY TASK (SIT) RESEARCH METHOD	Patent Cooperation Treaty	2011-04-19	PCT/US2011/033050		
INN009US03	SHORT IMAGERY TASK (SIT) RESEARCH METHOD	United States of America	2014-03-31	14/230,418	2016-09-27	9,454,646
INN010US01	METHOD AND SYSTEM FOR GATHERING AND COMPUTING NEUROLOGICALLY-BASED AUDIENCE REACTIONS IN A DISTRIBUTED FRAMEWORK INVOLVING CLOUD STORAGE AND CLOUD COMPUTING	United States of America	2012-02-27	61/603,521		

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INN010US02	DATA COLLECTION SYSTEM FOR AGGREGATING BIOLOGICALLY BASED MEASURES IN ASYNCHRONOUS GEOGRAPHICALLY DISTRIBUTED PUBLIC ENVIRONMENTS	United States of America	2012-02-27	13/405,611	2016-03-22	9,292,858
INN010US03	METHOD AND SYSTEM FOR GATHERING AND COMPUTING AN AUDIENCE'S NEUROLOGICALLY-BASED REACTIONS IN A DISTRIBUTED FRAMEWORK INVOLVING REMOTE STORAGE AND COMPUTING	United States of America	2013-02-27	13/779,528	2016-09-20	9,451,303
INN020US01	SYSTEM AND METHOD FOR GATHERING A USER'S FEEDBACK BASED ON THE USER'S EMOTIONAL STATE, DETERMINING A CAUSAL ACTIVITY FOR THE BIOMETRIC FEEDBACK, AND UTILIZING THE USER FEEDBACK FOR APPROPRIATE/RELEVANT SYSTEM ACTION IN SOCIAL MEDIA AND ADVERTISING SPACES	United States of America	2012-02-27	61/603,528		
INN020US02	SYSTEM AND METHOD FOR GATHERING AND ANALYZING BIOMETRIC USER FEEDBACK FOR USE IN SOCIAL MEDIA AND ADVERTISING APPLICATIONS	United States of America	2013-02-27	13/779,497	2017-02-14	9,569,986
INN023US01	MULTI-PHASIC EMOTION AND COGNITION CLASSIFIERS	United States of America	2015-05-19	62/163,874		
NEURO062US06	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2015-06-22	14/746,440	2018-03-06	9,907,482
81130213US01	METHODS AND APPARATUS TO IDENTIFY LOCAL TRADE AREAS	United States of America	2015-09-30	14/870,944	2019-07-02	10,339,547
81129137US02	METHODS AND APPARATUS TO IDENTIFY NON-NAMED COMPETITORS	United States of America	2015-12-31	14/985,426		
HAR003WO01	SYSTEM AND METHOD FOR CONDUCTING PRODUCT CONFIGURATION RESEARCH OVER A COMPUTER-BASED NETWORK	Patent Cooperation Treaty	2002-06-14	PCT/US2002/18767		
HAR003WO02	SYSTEM AND METHOD FOR CONDUCTING PRODUCT CONFIGURATION RESEARCH OVER A COMPUTER-BASED NETWORK	Patent Cooperation Treaty	2004-05-27	PCT/US2004/016765		
HAR004WO01	SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK	Patent Cooperation Treaty	2005-02-18	PCT/US2005/005179		
81130852WO01	PRODUCT AUDITING IN POINT-OF-SALE IMAGES	Patent Cooperation Treaty	2015-08-31	PCT/IB2015/001844		
81130852US01	PRODUCT AUDITING IN POINT-OF-SALE IMAGES	United States of America	2015-08-31	14/787,935	2019-10-22	10,452,707
NEURO065US03	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2015-09-21	14/859,871	2017-04-18	9,622,703
EM004US03	DEVICE AND METHOD FOR SENSING ELECTRICAL ACTIVITY IN TISSUE	United States of America	2016-05-17	15/156,866	2019-12-17	10,506,941
81087351US02	METHODS AND APPARATUS TO MANAGE MARKETING FORECASTING ACTIVITY	United States of America	2015-12-07	14/961,855		
INN023US02	METHODS AND APPARATUS TO ADJUST CONTENT PRESENTED TO AN INDIVIDUAL	United States of America	2015-12-29	62/272,423		
INN023US03	METHODS AND APPARATUS TO ADJUST CONTENT PRESENTED TO AN INDIVIDUAL	United States of America	2016-05-16	15/155,543	2018-04-03	9,936,250
EM007DE01	METHOD AND SYSTEM FOR MEASURING AND RANKING A POSITIVE OR NEGATIVE RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	Germany (Federal Republic of)	2007-09-24	7852430.3	2016-04-13	2134255
NEURO062US07	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2016-02-16	15/044,488	2020-11-24	10,842,403
81140786US01	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	United States of America	2016-03-24	62/312,953		
81082644US02	METHODS AND APPARATUS FOR PROVIDING ALTERNATE MEDIA FOR VIDEO DECODERS	United States of America	2016-03-31	15/087,048	2017-11-21	9,826,284
NEURO064US02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2016-03-23	15/078,547	2017-06-06	9,668,694

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NEURO062CN02	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	China	2016-04-20	201610246021	2019-10-11	CN105902267
81128945US01	SHELF ITEM IDENTIFICATION	United States of America	2016-04-30	62/330,091		
81128945US02	REDUCING SCALES ESTIMATE ERRORS IN SHELF IMAGES	United States of America	2016-10-28	15/317,674	2019-05-07	10,282,607
81140786US02	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	United States of America	2016-08-10	15/233,168	2020-02-25	10,568,572
81083117US03	METHODS AND APPARATUS TO SEARCH DATASETS	United States of America	2016-06-23	15/190,816	2017-12-12	9,842,138
INN008US03	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	United States of America	2016-05-05	15/147,308	2019-02-05	10,198,713
NEURO070US02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2016-06-24	15/192,659		
NEURO070CN01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	China	2015-03-10	201580013245	2020-03-13	106163393
NEURO070IN01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	India	2015-03-10	201617023931		
NEURO070IL01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Israel	2015-03-10	247734	2020-10-01	247734
NEURO070JP01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Japan	2015-03-10	2016-554396	2018-05-11	6332709
NEURO070MX01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Mexico	2015-03-10	MX/a/2016/009407	2019-08-07	367178
NEURO070EP01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	European Patent	2015-03-10	15761746.5		
81140786US03	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	United States of America	2016-08-10	15/233,172	2019-12-17	10,506,974
81140786US04	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	United States of America	2016-08-10	15/233,179		
EM005DE01	METHOD AND SYSTEM FOR MEASURING AND RANKING AN "ENGAGEMENT" RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS, OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	Germany (Federal Republic of)	2012-09-24	7838838.6	2016-09-14	602007047953.3
EM005GB01	METHOD AND SYSTEM FOR MEASURING AND RANKING AN "ENGAGEMENT" RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS, OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	United Kingdom	2012-09-24	7838838.6	2016-09-14	2134254
81141727US01	METHODS AND APPARATUS TO IDENTIFY RETAIL PRICING STRATEGIES	United States of America	2016-12-15	15/380,327		
NEURO070GB01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United Kingdom	2015-03-10	GB1614625.0		
INN009US04	SHORT IMAGERY TASK (SIT) RESEARCH METHOD	United States of America	2016-08-16	15/238,333	2019-04-02	10,248,195
EM018US03	SYSTEMS AND METHODS PROVIDING EN MASS COLLECTION AND CENTRALIZATION PROCESSING OF PHYSIOLOGICAL RESPONSES FROM VIEWERS	United States of America	2016-10-21	15/331,271	2020-03-03	10,580,018
NEURO034US02	ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL	United States of America	2016-10-21	15/299,752	2018-09-04	10,068,248
EM019US05	SYSTEMS AND METHODS TO DETERMINE MEDIA EFFECTIVENESS	United States of America	2017-01-06	15/400,357	2018-02-13	9,894,399
NEURO064JP02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Japan	2014-03-04	2017-004227	2018-01-26	6279114
INN020US03	A SYSTEM AND METHOD FOR GATHERING AND ANALYZING BIOMETRIC USER FEEDBACK FOR USE IN SOCIAL MEDIA AND ADVERTISING APPLICATIONS	United States of America	2017-01-06	15/400,287	2021-01-05	10,881,348
NEURO064CN02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	China	2017-03-07	201710130134.9	2020-04-24	107095667
NEURO062HK02	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Hong Kong	2017-02-27	17102110.2	2020-12-04	1228237B

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81140786CN01	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	China	2017-03-14	201710304090.7		
81140786HK01	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	Hong Kong	2018-01-25	18101172.8		
81140786IN01	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	India	2017-03-14	201714008678		
81140786IL01	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	Israel	2017-03-13	251112		
81140786JP01	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	Japan	2017-03-13	2017-047492	2019-01-18	6466493
81140786EP01	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	European Patent	2017-03-14	17000413.9		
NEURO065US04	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2017-03-03	15/449,564		
NEURO064US03	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2017-05-02	15/584,258		
NEURO070HK01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Hong Kong	2017-05-18	17105041.9		
EM035DE02	ELECTROENCEPHALOGRAM (EEG) CLUSTER ELECTRODES	Germany (Federal Republic of)	2017-06-27	112011106137.4		
AFF002US06	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	United States of America	2017-10-09	15/728,100	2020-11-17	10,839,445
81076249US03	METHODS AND APPARATUS TO MODEL CONSUMER CHOICE SOURCING	United States of America	2017-08-18	15/680,939	2019-07-16	10,354,263
81083117US04	METHODS AND APPARATUS TO SEARCH DATASETS	United States of America	2017-11-28	15/824,666	2020-07-21	10,719,514
NEURO064JP03	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Japan	2014-03-04	2018-004809	2018-12-14	6447852
NEURO062US08	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2018-01-25	15/880,236	2020-09-22	10,779,745
NEURO064EP02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	European Patent	2014-03-04	18158088.7		
NEURO064FR01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	France	2014-03-04	14774102.9	2018-05-09	2967407
NEURO064DE01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Germany (Federal Republic of)	2014-03-04	14774102.9	2018-05-09	602014025307.5
NEURO064IT01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Italy	2014-03-04	502018000023257	2018-05-09	2967407
NEURO064ES01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Spain	2014-03-04	14774102.9	2018-05-09	2967407
NEURO064GB01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United Kingdom	2014-03-04	14774102.9	2018-05-09	2967407
NEURO070JP02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Japan	2015-03-10	2017-199248	2020-02-10	6659176
81080344US02	METHODS AND APPARATUS TO FORECAST NEW PRODUCT LAUNCH SOURCING	United States of America	2018-02-02	15/887,725		
NEURO064HK01	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Hong Kong	2018-02-23	18102641.9		
INN023US04	METHODS AND APPARATUS TO ADJUST CONTENT PRESENTED TO AN INDIVIDUAL	United States of America	2018-02-28	15/908,436	2020-09-08	10,771,844
NEURO001US04	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA	United States of America	2018-05-01	15/967,939	2020-06-09	10,679,241
NEURO009US04	NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM	United States of America	2018-05-25	15/989,987	2020-03-03	10,580,031
NEURO034US03	ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL	United States of America	2018-07-17	16/037,666	2019-04-23	10,269,036

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NEURO013DE01	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	Germany (Federal Republic of)	2008-07-30	8796890.5	2018-12-05	602008058221.3
NEURO013GB01	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	United Kingdom	2008-07-30	8796890.5	2018-12-05	2170161
81175618WO01	METHODS AND APPARATUS TO PERFORM IMAGE ANALYSES IN A COMPUTING ENVIRONMENT	Patent Cooperation Treaty	2018-11-13	PCT/IB2018/001433		
NEURO062DE01	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Germany (Federal Republic of)	2013-08-14	13004052	2018-10-03	602013044364.5
NEURO062GB01	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United Kingdom	2013-08-14	13004052	2018-10-03	2698099
NEURO062EP02	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	European Patent	2013-08-14	18187703.6		
NEURO014US04	STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS	United States of America	2018-10-03	16/151,044		
NEURO017US04	CONTENT BASED SELECTION AND META TAGGING OF ADVERTISEMENT BREAKS	United States of America	2018-10-03	16/151,050		
NEURO035US02	GENERATING RATINGS PREDICTIONS USING NEURO-RESPONSE DATA	United States of America	2018-10-05	16/152,980		
81110533US03	METHODS AND APPARATUS TO IDENTIFY AFFINITY BETWEEN SEGMENT ATTRIBUTES AND PRODUCT CHARACTERISTICS	United States of America	2018-11-05	16/180,812		
81180882US01	METHODS, SYSTEMS, APPARATUS AND ARTICLES OF MANUFACTURE TO IMPROVE eCOMMERCE ESTIMATION MODELING	United States of America	2018-11-01	62/754,368		
81180882US02	METHODS, SYSTEMS, APPARATUS AND ARTICLES OF MANUFACTURE TO MODEL eCOMMERCE SALES	United States of America	2018-12-21	16/230,069		
NEURO013US04	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	United States of America	2018-11-07	16/183,131	2020-08-04	10,733,625
NEURO018US03	PERSONALIZED CONTENT DELIVERY USING NEURO-RESPONSE PRIMING DATA	United States of America	2018-11-16	16/193,930		
81175618WO02	METHODS AND APPARATUS TO PERFORM IMAGE ANALYSES IN A COMPUTING ENVIRONMENT	Patent Cooperation Treaty	2018-12-18	PCT/IB2018/001485		
81115786US03	METHODS AND APPARATUS FOR FACILITATING A SALES TRANSACTION VIA AN INTERACTIVE DISPLAY PLATFORM	United States of America	2019-01-10	16/244,858	2020-12-15	10,867,342
81140786JP02	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	Japan	2017-03-13	2019-002168		
INN008US04	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	United States of America	2019-01-31	16/264,220	2020-11-17	10,839,350
81175618US02	METHODS AND APPARATUS TO PERFORM IMAGE ANALYSES IN A COMPUTING ENVIRONMENT	United States of America	2019-01-16	16/249,448		
INN009US05	SHORT IMAGERY TASK (SIT) RESEARCH METHOD	United States of America	2019-02-27	16/287,440		
NEURO034US04	ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL	United States of America	2019-03-21	16/360,282		
81128945US03	REDUCING SCALE ESTIMATE ERRORS IN SHELF IMAGES	United States of America	2019-05-02	16/401,744		
NEURO031US03	PRESENTATION MEASURE USING NEUROGRAPHICS	United States of America	2019-05-24	16/421,864		
81130213US02	METHODS AND APPARATUS TO IDENTIFY LOCAL TRADE AREAS	United States of America	2019-06-28	16/457,127		
81100156US02	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO DETERMINE HEADROOM METRICS FROM MERGED DATA SOURCES	United States of America	2019-07-08	62/871,290		
81076249US04	METHODS AND APPARATUS TO MODEL CONSUMER CHOICE SOURCING	United States of America	2019-07-10	16/508,013		
81100156US03	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO DETERMINE HEADROOM METRICS FROM MERGED DATA SOURCES	United States of America	2019-11-26	62/940,630		
81130852US02	PRODUCT AUDITING IN POINT-OF-SALE IMAGES	United States of America	2019-09-12	16/569,139		

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NEURO030US02	NEUROLOGICAL PROFILES FOR MARKET MARCHING AND STIMULUS PRESENTATION	United States of America	2019-09-05	16/561,980		
NEURO062CN03	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	China	2013-08-17	201910870153.4		
81100156WO01	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO DETERMINE HEADROOM METRICS FROM MERGED DATA SOURCES	Patent Cooperation Treaty	2020-07-08	PCT/US20/41181		
NEURO032US02	PERSONALIZED STIMULUS PLACEMENT IN VIDEO GAMES	United States of America	2019-11-22	16/692,511		
81140786US05	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	United States of America	2019-12-16	16/715,606		
EM004US04	DEVICE AND METHOD FOR SENSING ELECTRICAL ACTIVITY IN TISSUE	United States of America	2019-12-16	16/715,610		
NEURO062HK03	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Hong Kong	2020-02-03	42020002131.9		
81227836US01	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO DETERMINE PRODUCT CHARACTERISTICS CORRESPONDING TO PURCHASE BEHAVIOR	United States of America	2020-01-24	62/965,582		
81234585US01	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO MONITOR THE AVAILABILITY OF PRODUCTS FOR PURCHASE	United States of America	2020-04-24	16/857,769		
NEURO009US05	NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM	United States of America	2020-02-13	16/790,160		
EM018US04	SYSTEMS AND METHODS PROVIDING EN MASS COLLECTION AND CENTRALIZATION PROCESSING OF PHYSIOLOGICAL RESPONSES FROM VIEWERS	United States of America	2020-02-13	16/790,164		
NEURO070JP03	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Japan	2015-03-10	2020-017327		
NEURO070CN02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	China	2015-03-10	202010096325.X		
NEURO001US05	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA	United States of America	2020-04-30	16/863,671		
81246850US01	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO ENHANCE MARKET RESEARCH DATA COLLECTION QUALITY	United States of America	2020-05-28	63/031,147		
NEURO062IN02	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	India	2013-08-16	202045028624		
NEURO070IL02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Israel	2015-03-10	274733		
81246761US01	METHODS AND APPARATUS TO CLASSIFY LABELS BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	United States of America	2020-06-30	63/046,363		
81241069US01	METHODS AND APPARATUS TO DECODE INVOICES BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	United States of America	2020-06-30	63/046,644		
81241894US01	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO RECALIBRATE CONFIDENCES FOR IMAGE CLASSIFICATION	United States of America	2020-11-23	17/102,064		
81247228IN01	A SYSTEM FOR ADAPTIVE SAMPLE ESTIMATION AND DYNAMIC DATACOLLECTION	India	2020-06-12	202011024786		
81083117US05	METHODS AND APPARATUS TO SEARCH DATASETS	United States of America	2020-07-20	16/933,194		
81243300US01	METHODS, SYSTEMS, APPARATUS AND ATRICLES OF MANUFACTURE TO APPLY A REGULARIZATION LOSS IN MACHINE LEARNING MODELS	United States of America	2020-09-18	63/080,564		
81246761US02	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO CLASSIFY LABELS BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	United States of America	2020-10-16	17/072,740		
NEURO013US05	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	United States of America	2020-07-31	16/944,714		
81249421US01	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO IDENTIFY MARKET STRATEGIES	United States of America	2020-08-21	63/068,743		
AFF002US07	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	United States of America	2020-10-09	17/067,399		
81247823IN01	A PERSONALIZED SYSTEM FOR DATA COLLECTION EXECUTION	India	2020-08-05	202011033521		

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81241069US02	METHODS AND APPARATUS TO DECODE DOCUMENTS BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	United States of America	2020-10-20	17/075,675		
INN023US05	METHODS AND APPARATUS TO ADJUST CONTENT PRESENTED TO AN INDIVIDUAL	United States of America	2020-09-04	17/013,099		
NEURO062US09	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	United States of America	2020-09-21	17/027,200		
81250949US01	METHODS AND APPARATUS FOR ONLINE PURCHASING HISTORY	United States of America	2020-10-07	63/088,970		
81251905US01	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO PERFORM DYNAMIC DISCRETE CHOICE MODELING	United States of America	2020-11-03	63/109,162		
81115786US04	METHODS AND APPARATUS FOR FACILITATING A SALES TRANSACTION VIA AN INTERACTIVE DISPLAY PLATFORM	United States of America	2020-11-05	17/090,573		
NEURO064BR02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Brazil	2014-03-04	BR1220200220252		
NEURO070HK02	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	Hong Kong	2020-11-24	42020020675.300003		
INN008US05	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	United States of America	2020-11-16	17/099,000		
NEURO006WO01	NEURO-FEEDBACK BASED STIMULUS COMPRESSION DEVICE	Patent Cooperation Treaty	2008-01-05	PCT/US08/62275		
INN020US04	A SYSTEM AND METHOD FOR GATHERING AND ANALYZING BIOMETRIC USER FEEDBACK FOR USE IN SOCIAL MEDIA AND ADVERTISING APPLICATIONS	United States of America	2021-01-04	17/140,821		
110533US04	METHODS AND APPARATUS TO IDENTIFY AFFINITY BETWEEN SEGMENT ATTRIBUTES AND PRODUCT CHARACTERISTICS	United States of America	1/27/2021	17/160,001		
121924US02	METHODS AND APPARATUS TO PROFILE GEOGRAPHIC AREAS OF INTEREST	United States of America	1/4/2021	17/140,909		
247CA01	MARKET RESEARCH DATABASE HAVING HISTORICAL CONTROL DESIGNATOR	Canada	12/18/1998	2,331,633	11/1/2011	2,331,633
81175618US01	METHODS AND APPARATUS TO PERFORM IMAGE ANALYSES IN A COMPUTING ENVIRONMENT	United States of America	12/21/2018	16/230,920		
81227836US02	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO DETERMINE PRODUCT CHARACTERISTICS CORRESPONDING TO PURCHASE BEHAVIOR	United States of America	1/22/2021	17/156,220		
81239124US01	A SYSTEM FOR PLANNING MULTI-VEHICLE DATA COLLECTION	United States of America				
81239916US01	TODAY, ONLINE E-COMMERCE COMPANIES LIKE WAYFAIR, WALMART, AMAZON, ETC., RECOMMEND VIDEOS BASED ON THE USER'S HISTORY ON THEIR WEBSITE AND OTHER VIEWERS. WHAT THEY MIGHT BE MISSING OUT IS VIEWING FROM A DIFFERENT WEBSITE OR A DIFFERENT SOURCE	United States of America				
81239953US01	NIELSEN ONLINE RECOMMENDATION	United States of America				
81239987US01	RECEIPT CAPTURING DEVICE TO EXTRACT REGION OF INTEREST (ROI) BY BIT PLANE AND VERTEX METHOD	United States of America				
81243300US02	METHODS, SYSTEMS, APPARATUS AND ATRICLES OF MANUFACTURE TO APPLY A REGULARIZATION LOSS IN MACHINE LEARNING MODELS	United States of America	9/18/2020			
81246850US02	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO ENHANCE MARKET RESEARCH DATA COLLECTION QUALITY	United States of America	5/28/2020			
81247228US01	A SYSTEM FOR ADAPTIVE SAMPLE ESTIMATION AND DYNAMIC DATACOLLECTION	United States of America	6/12/2020			
81247823US01	A PERSONALIZED SYSTEM FOR DATA COLLECTION EXECUTION	United States of America	8/5/2020			
81248645US01	AUTOMATED EXTRACTION OF THE PURCHASED ITEMS IN IMAGES OF RECEIPTS BASED ON COMPUTER VISION AND DEEP LEARNING TECHNIQUES. THE GOAL IS TO EXTRACT EACH OF THE INDIVIDUAL ITEMS IN THE PRINTED RECEIPT MAINLY COMPOSED OF THE PRODUCT DESCRIPTION, QUANTITY AND PRICE	United States of America				
81249421US02	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO IDENTIFY MARKET STRATEGIES	United States of America	8/21/2020			

SCHEDULE A

Patent Docket	Patent Application Title	Country	Date Filed	Application Number	Grant Date	Patent No.
81250949US02	METHODS AND APPARATUS FOR ONLINE PURCHASING HISTORY	United States of America	10/7/2020			
81251905US02	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO PERFORM DYNAMIC DISCRETE CHOICE MODELING	United States of America	11/3/2020			
81253000US01	BENCHMARKER: SIMILARITY SCORE	United States of America				
81253577US01	SIMPLE, FAST AND EFFICIENT WAY FOR THE CONSUMER PANELISTS TO RECORD THEIR PURCHASES AND FOR NIELSEN TO DECODE THE RECEIPT CONTENT AT BARCODE LEVEL	United States of America				
INN020US04	SYSTEM AND METHOD FOR GATHERING AND ANALYZING BIOMETRIC USER FEEDBACK FOR USE IN SOCIAL MEDIA AND ADVERTISING APPLICATIONS	United States of America	1/4/2021	17/140,821		
NEURO014US05	STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS	United States of America	1/29/2021	17/162,880		
81183183US01	METHODS, SYSTEMS, APPARATUS AND ARTICLES OF MANUFACTURE FOR RECEIPT DECODING	United States of America	11/22/2019	16/692,797		
81183183WO01	METHODS, SYSTEMS, APPARATUS AND ARTICLES OF MANUFACTURE FOR RECEIPT DECODING	Patent Cooperation Treaty	11/19/2020	PCT/US20/61269		
81194985WO01	METHODS AND APPARATUS TO DETECT A TEXT REGION OF INTEREST IN A DIGITAL IMAGE USING MACHINE-BASED ANALYSIS	Patent Cooperation Treaty	3/28/2019	PCT/IB2019/000299		
81242535US01	METHODS AND APPARATUS TO CATEGORIZE PORTIONS OF AN IMAGE CONTAINING TEXT INFORMATION	United States of America	7/17/2020	63/053,505		
81242535US02	METHODS AND APPARATUS TO CATEGORIZE PORTIONS OF AN IMAGE CONTAINING TEXT INFORMATION	United States of America	7/17/2020			