

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MICHAEL J. VINSON	07/13/2018
FRANK PECJAK	04/08/2020
JOHN CLOUGHERTY	10/09/2020
JOSH CHASIN	05/06/2021
CAMERON MEIERHOEFER	03/17/2020
RECEIVING PARTY DATA	
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Street Address:	11950 DEMOCRACY DRIVE
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City:	RESTON
State/Country:	VIRGINIA
Postal Code:	20190
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17852194
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NAME OF SUBMITTER:	HUSSEIN AKHAVANNIK
SIGNATURE:	/Hussein Akhavannik/
DATE SIGNED:	06/28/2022

Total Attachments: 5

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ASSIGNMENT

WHEREAS We,

Michael J. VINSON
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Cameron MEIERHOEFER
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respectively ("Assignor"), have made a certain new and useful invention as set forth in an application for United States Letters Patent entitled:

DETERMINISTIC HOUSEHOLD ASSIGNMENT MODEL

filed July 13, 2018, Application No. 16/035,527.

AND WHEREAS,

comScore, Inc. 11950 Democracy Drive Suite 600 Reston, VA 20190

respectively ("Assignee"), is desirous of acquiring the entire right, title and interest in and to said invention and application, and in and to any and all Letters Patent of any country which may be obtained therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention and application, including the right to claim priority under 35 U.S.C. §119 and/or §120 the right to sue for past infringement, as set forth in the above mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and all foreign countries which may be issued for said invention;

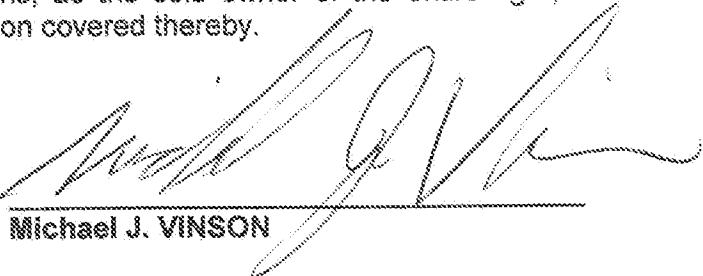
UPON SAID CONSIDERATION, Assignor hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with these presents, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States and all foreign countries on said invention, and in enforcing any rights or chooses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of Assignor and Assignee;

The undersigned hereby grant(s) the firm of **BAKER & HOSTETLER LLP** the power to insert on this Assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in counterparts and all such counterparts shall constitute one and the same instrument; and

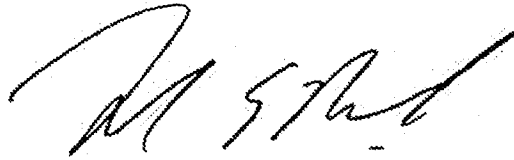
AND Assignor requests the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

7/13/2018
Date


Michael J. VINSON

4/8/2020

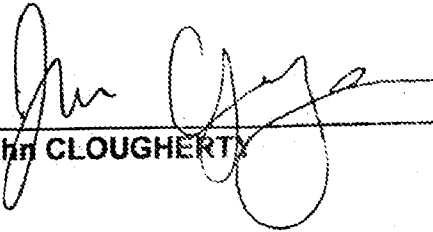
Date



Frank PECJAK

10/9/20

Date



John CLOUGHERTY

Date

Josh CHASIN

Date

Cameron MEIERHOEFER

Date

Frank PECJAK

Date

John CLOUGHERTY

Date

5/6/2021

Josh CHASIN

Date

Cameron MEIERHOEFER

Date

Frank PECJAK

Date

John CLOUGHERTY

Date

Josh CHASIN

3/17/2020

Date



Cameron MEIERHOEFER