

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT7504909

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ASTRO WEST, LLC	06/16/2014
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:	16693061
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ATTORNEY DOCKET NUMBER:	20271/ARB264US02	
NAME OF SUBMITTER:	EILEEN LYSAUGHT	
SIGNATURE:	/EILEEN LYSAUGHT/	
DATE SIGNED:	08/25/2022	
	This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 4		
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source=Assignment3#page4.tif		

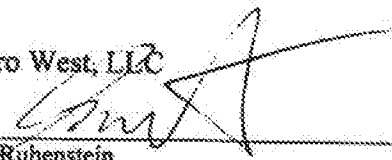
ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Astro West, 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 The Nielsen Company (US), LLC., a Delaware Limited Liability Company, having a place of business at 150 North Martingale Road, Schaumburg, Illinois 60173, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the assets identified in the attached schedule. For avoidance of doubt, this assignment conveys all invention(s) and/or improvement(s) anywhere in the world, all pending patent application(s) and/or all patent(s) that issue or have issued therefrom anywhere in the world, all expired application(s) filed anywhere in the world, and all issued patent(s) anywhere in the world including any continuances, reissues and/or extensions thereof. 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.

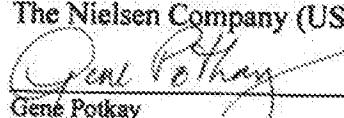
The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

WITNESS my hand this 16th day of June 2014

On Behalf of the Assignor:

Astro West, LLC
By: 
Eric Rubenstein
Vice President

On behalf of the Assignee:

The Nielsen Company (US), LLC.
By: 
Gene Potkay
Senior Vice President, Intellectual Property

SCHEDULE A

Att. Docket No.	Country	Serial No.	Filing Date	Patent No.	Title
20271/ARB262US01	United States	11/216,543	August 30, 2005	7,623,823	DETECTING AND MEASURING EXPOSURE TO MEDIA CONTENT ITEMS
20271/ARB262US02	United States	12/576,184	October 8, 2009	8,358,966	DETECTING AND MEASURING EXPOSURE TO MEDIA CONTENT ITEMS
20271/ARB262WO01	Patent Cooperation Treaty	PCT/US2005/031250	August 31, 2005		DETECTING AND MEASURING EXPOSURE TO MEDIA CONTENT ITEMS
20271/ARB262BR01	Brazil	PI0514559-7	August 31, 2005		DETECTING AND MEASURING EXPOSURE TO MEDIA CONTENT ITEMS
20271/ARB262CN01	China	200580027715.5	August 31, 2005		DETECTING AND MEASURING EXPOSURE TO MEDIA CONTENT ITEMS
20271/ARB262EP01	Europe	05793408.5	August 31, 2005		DETECTING AND MEASURING EXPOSURE TO MEDIA CONTENT ITEMS
20271/ARB262HK01	Hong Kong	09102240.5	March 9, 2009		DETECTING AND MEASURING EXPOSURE TO MEDIA CONTENT ITEMS
20271/ARB262IN01	India	682/KOLNP/2007	August 31, 2005		DETECTING AND MEASURING EXPOSURE TO MEDIA CONTENT ITEMS
20271/ARB262JP01	Japan	2007-530380	August 31, 2005	5026269	DETECTING AND MEASURING EXPOSURE TO MEDIA CONTENT ITEMS
20271/ARB264US01	United States	12/618,950	November 16, 2009		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264WO01	Patent Cooperation Treaty	PCT/US2010/021649	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264AU01	Australia	2010221698	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264BR01	Brazil	PI1009219-6	January 21, 2010		DETERMINING RELATIVE

					EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264CA01	Canada	2,753,085	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264CL01	Chile	2184-2011	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264CN01	China P.R.	201080010337.0	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264EP01	Europe	10749075.7	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264IN01	India	7232/CHENP/2011	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264JP01	Japan	2011-552954	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264KR02	Korea South	10-2011-7023457	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264MX01	Mexico	MX/a/2011/009300	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB264SG01	Singapore	201106299-9	January 21, 2010		DETERMINING RELATIVE EFFECTIVENESS OF MEDIA CONTENT ITEMS
20271/ARB265US01	United States	12/478,502	June 4, 2009		MEASURING EXPOSURE TO MEDIA ACROSS MULTIPLE MEDIA DELIVERY MECHANISMS
20271/ARB265US02	United States	12/481,369	June 9, 2009		MEASURING EXPOSURE TO MEDIA
20271/ARB265WO01	Patent Cooperation Treaty	PCT/US2009/046757	June 9, 2009		MEASURING EXPOSURE TO MEDIA
20271/ARB265AU01	Australia	2009257626	June 9, 2009		MEASURING EXPOSURE TO MEDIA
20271/ARB265CA01	Canada	2,721,094	June 9, 2009		MEASURING EXPOSURE TO

					MEDIA
20271/ARB265EP01	Europe	09763447.1	June 9, 2009		MEASURING EXPOSURE TO MEDIA
20271/IMM11312	United States	11/359,903	February 21, 2006		PERSONAL MUSIC PREFERENCE DETERMINATION BASED ON LISTENING BEHAVIOR
20271/IMM10529	United States	11/438,089	May 18, 2006		DETECTING AND TRACKING ADVERTISEMENTS
N/A	United States	60/606,229	August 31, 2004		MEASURING MEDIA CONSUMPTION AND PURCHASE BEHAVIOR USING CLIENT-DEVICE AUDIO SAMPLING, CLIENT-DEVICE LOCATION TRACKING, AND INDIVIDUAL PURCHASE INFORMATION TO DERIVE MARKETING EFFECTIVENESS
N/A	United States	60/683,228	May 20, 2005		DETECTING AND TRACKING ADVERTISEMENTS
N/A	United States	61/060,329	June 10, 2008		MEASURING EXPOSURE TO MEDIA ACROSS MULTIPLE MEDIA DELIVERY MECHANISMS
N/A	United States	61/157,843	March 5, 2009		MEASURING INTERNET CONSUMPTION USING LOCAL NETWORK DEVICE SAMPLING, FILTERING, AND RECORDING
N/A	United States	60/655,305	February 22, 2005		PERSONAL MUSIC PREFERENCE DETERMINATION BASED ON LISTENING BEHAVIOR
N/A	Patent Cooperation Treaty	PCT/US2006/019474	May 19, 2006		DETECTING AND TRACKING ADVERTISEMENTS
N/A	Patent Cooperation Treaty	PCT/US2006/006368	February 22, 2006		PERSONAL MUSIC PREFERENCE DETERMINATION BASED ON LISTENING BEHAVIOR
N/A	United States	60/913,479	April 23, 2007		PERSONAL MEDIA DELIVERY DRIVEN BY PERSONAL AND COHORT MEDIA EXPOSURE
20271/ARB267US01	United States	12/105,440	April 18, 2008		PERSONALIZED MEDIA DELIVERY BASED ON DETECTED MEDIA EXPOSURE