507458278 08/25/2022

PATENT ASSIGNMENT COVER SHEET

EPAS ID: PAT7505170

Electronic Version v1.1

Stylesheet Version v1.2

SUBMISSION TYPE: NEW ASSIGNMENT NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
DAVID WATTS	06/11/2019

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:	17748526

CORRESPONDENCE DATA

Fax Number: (312)580-9696

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.

Phone: 3125801020

Email: bsears@hfzlaw.com, docketing@hfzlaw.com

Correspondent Name: HANLEY, FLIGHT & ZIMMERMAN Address Line 1: 150 S. WACKER DRIVE, SUITE 2200

Address Line 4: CHICAGO, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	20004/81183002US02
NAME OF SUBMITTER:	EILEEN LYSAUGHT
SIGNATURE:	/EILEEN LYSAUGHT/
DATE SIGNED:	08/25/2022

Total Attachments: 3

source=81183002US01-Assignment-WattsTS X#page1.tif source=81183002US01-Assignment-WattsTS_X#page2.tif source=81183002US01-Assignment-WattsTS X#page3.tif

> PATENT REEL: 060901 FRAME: 0476

507458278

ASSIGNMENT

Serial No: 16/437,993 Filed: June 11, 2019

Title: METHODS AND APPARATUS TO IDENTIFY USER PRESENCE TO A METER

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned Assignor(s) hereby assign to The Nielsen Company (US), LLC, a Delaware Limited Liability Company, 85 Broad Street, New York, New York 10004, United States of America, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention(s) and/or improvements of the undersigned disclosed in the application for Patent identified above, and in said application and any and all other applications. United States, international and/or foreign, which the undersigned Assignor(s) or the Assignee may file, either solely or jointly with others, on said invention(s) and/or improvements, and in any and all Patent(s), which may be obtained on any of said application(s) anywhere in the world, and in any reissue(s) or extension(s) thereof. This assignment includes all rights associated with said application(s) and the underlying inventions including, without limitation, all patent right(s) in any and all countries and all right(s) to claim priority to and/or from said application(s) in any and all countries. No rights whatsoever are reserved to the undersigned Assignor(s), but instead all rights are hereby transferred to the Assignee and the Assignee hereby accepts all such rights. This assignment is governed by the Law of the State of Illinois, United States of America without regard to its choice of law provisions.

The undersigned Assignor(s) hereby authorize and request the Commissioner of Patents and Trademarks of the United States Patent and Trademark Office to issue any said Letters Patent(s) of the United States to said Assignee.

The undersigned Assignor(s) hereby authorize and request the appropriate governmental official(s) of the appropriate foreign patent Office(s) to issue any said foreign Patent(s) to said Assignee.

The undersigned Assignor(s) hereby authorize and request the attorneys of record in said application(s) to insert in this assignment the execution date and/or filing date and serial number of any such application(s) when officially known.

The undersigned Assignor(s) warrant themselves to be the owner of the interest(s) herein assigned and to have the right to make this assignment and further warrant that there are no outstanding prior assignments, licenses, or other rights in the interest(s) herein assigned.

For said consideration the undersigned Assignor(s) hereby agree, upon the request and at the expense of said Assignee, its successors and assigns, to execute any and all international, divisional, continuation, continuation-in-part and substitute applications for said invention(s) or improvements, and any necessary oath or affidavit relating thereto, and any application(s) for the reissue or extension of any Letters Patent that may be granted upon said application(s), and

Page 1 of 3

Attorney Docket No. 20004/81183002US01

any and all applications; and other documents for Pascut in foreign countries on said greemon(s) or improvements, that said Assigner, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned Assignor(s) further agree upon the request of said Assignee, its successors or assigns, in the event of any application(s) or Patent(s) assigned between become involved in Interference, to cooperate to the best of the ability of the undersogned Assignor(s) 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 Assignor(s) hereby agree to perform, upon request, any and all affirmative acts to obtain said Patentis), both United States and foreign, and vest all rights therein hereby conveyed in said Assignee, its successure and assigns, whereby said Patentis) will be held and enjoyed by said Assigner, its successors and assigns, to the full end of the term for which said Pascotts) may be granted as fully and entirely as the same would have been beld and enjoyed by the undersigned if this assignment and sale had not been made.

Assignor(s)

WITNESS my hand this 1/4 day of Tune 2019

DAVID WATTS

Page 2 of 3

Attorney Docket No. 20004/81183002US01

Assignee:		
WITNESS my hand this	day of	
	Thomas Strouge	
	Vice President and Intelle	

* * * * *

Page 3 of 3

PATENT REEL: 060901 FRAME: 0479

RECORDED: 08/25/2022