

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT7569538

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	JAN BESEHANIC	02/01/2018
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: 2		
Property Type	Number	
Application Number:	17170480	
Application Number:	17827496	
CORRESPONDENCE DATA		
Fax Number:	(312)580-9696	
<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>		
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Address Line 4:	CHICAGO, ILLINOIS 60606	
ATTORNEY DOCKET NUMBER:	81175463	
NAME OF SUBMITTER:	EILEEN LYSAUGHT	
SIGNATURE:	/EILEEN LYSAUGHT/	
DATE SIGNED:	10/01/2022	
Total Attachments: 5		
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source=20004_81175463_Besehanic_Assignment_Redacted#page4.tif		

(Redacted)

Record ID 81175463

Invention

Reference

View

[Redacted]

Last Modified

[Redacted] (Redacted)

Invention Short
Title

Speaker Impact on Program
Audience

Invention Status

[Redacted] (Redacted)

Step 1 - Disclosure

(Redacted)

INVENTION DESCRIPTION

1. Initial IDF Creation Date

(Redacted)

2. Inventor Full Name

Joseph Gregory Milavsky

3. Select the Nielsen business group you represent.

(Redacted)

INVENTION DISCLOSURE FORM OVERVIEW

A critical piece of the Nielsen patent process is the submission of an Invention Disclosure Form. Please complete all sections of the form before submission to the Intellectual Property (IP) Group. Incomplete submissions may be returned. While your responses should be kept as brief as possible, be sure to include sufficient information to enable the Nielsen Patent Committee to properly evaluate your invention. Please try to limit your completed submission to five pages maximum. If you have any questions filing out the enclosed form, please feel free to contact the IP Group. It is important you consult with the IP Group early in the patent submission process.

Please note, U.S. Patent Law requires that all "inventors" be named on each patent application filed with the United States Patent and Trademark Office. An inventor is a person who has contributed to the conception of at least one of the inventive concepts that will be claimed in the patent application. Inventors can include current or past employees/contractors of Nielsen or other entities. Any United States Patent that fails to name all inventors or includes those that did not contribute to an invention may be invalidated. Your assistance is required so that the IP Group can accurately determine who qualifies as an inventor and ensure they are correctly named on any related patent filings. If you have any questions filing out the enclosed form, please feel free to contact the IP Group. It is important you consult with the IP Group early in the patent submission process.

4. Invention Title

Integration of Speaker Voice Recognition and Program Analysis

5. Short Title

Speaker Impact on Program Audience

6. Nielsen Project

(Redacted)

7. Select any product areas that align with your disclosure.

(Redacted)

8. Technology

(Redacted)

PROBLEM AND SOLUTION

9. Problem

While initially thinking of Sports and News program suppliers, today's program suppliers need to understand how actors, newscasters and on-screen talent's spoken words impact the likelihood of an audience is to stay engaged or tune away. Programmers need to understand how what's spoken by specific individuals impacts an audience members subsequent behavior.

10. Your Solution/Invention

We propose the creation of a robust actor/personality voice training library which can be used to train models to recognize speakers on a second-by-second basis which will be linked viewing exposure from various program sources in order to monitor and identify individual speakers influence on subsequent tuning behavior using appropriate Machine Learning techniques. We are also interested in integrating Sentiment Analysis and twitter activity in the development of a solution

INVENTION QUESTION SET

11. Is the invention in a conceptual stage or a developmental stage?

(Redacted)

12. Have you worked with or received input from non-Nielsen employees?

(Redacted)

13. Details

14. In what countries did the invention occur? Meaning what are the work locations (countries) of the inventors?

(Redacted)

15. Are any inventors a resident or a citizen of a country outside the United States of America?

(Redacted)

16. If yes, please select the country

USAGE

(Redacted)

DATES

(Redacted)

ATTACHMENTS

Please

attach any other documents, emails, personal notes or presentations that apply to this idea at Step 2-Documents. In the case of personal notes, please date them at the time of creation. Attach all related documentation with this

submission.

IP OWNERSHIP

I acknowledge,

that the invention(s) and/or improvements identified in this Invention Disclosure Form (IDF) and any attachments hereto are a result of my engagement by Nielsen as employee or consultant to use my skills and ability to develop new processes, make new discoveries, conceive or first reduce to practice new things, improvements, innovations, inventions, and associated embodiments and/or works of authorship, relating to one or more current, planned, potential and/or future Nielsen products, services, methods or the like, including, without limitation, all software, products, processes, methods of manufacture, distribution and/or management of products ("Invention(s)"). I further acknowledge my obligation to submit to Nielsen for evaluation any and all Invention(s) developed in connection with or as a result of my engagement with Nielsen as employee or consultant and/or through the use of Nielsen resources.

I acknowledge my obligation to assign, and, in exchange for the monies and other consideration I received as employee and/or contractor with Nielsen, the receipt and sufficiency thereof are hereby acknowledged, do hereby assign and transfer, all of my entire right, title and interest in and to all such Invention(s) to The Nielsen Company (US), LLC, a Delaware Limited Liability Company, 85 Broad Street, New York, New York 10004, United States of America, its successors, assigns or nominees. This assignment includes all right, title and interest in and to all such Invention(s), and any patent application(s) (United States, international and/or foreign), which Nielsen may file, either solely or jointly with others, on said Invention(s) and/or improvements to said Invention(s), and in any and all Patent(s), which may be obtained on any of said patent application(s) anywhere in the world, and in any reissue(s) or extension(s) thereof. This assignment includes all rights associated with said patent application(s) and the underlying Invention(s) including, without limitation, all patent right(s) in any and all countries and all right(s) to claim priority to and/or from said patent application(s) in any and all countries. No rights whatsoever are reserved to me, but instead all rights are hereby transferred to Nielsen and Nielsen 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.

I further agree to fully cooperate with and assist Nielsen in evaluating said Invention(s) and should Nielsen so decide in its sole discretion, in applying for and preparing any patent application(s), executing any assignment(s) or other documents to file said patent application(s), and/or record, perfect or maintain Nielsen's sole and exclusive ownership of said Invention(s), patent application(s), and any patent(s) that may issue therefrom anywhere in the world and all intellectual property rights embodied therein or associated with any of the foregoing.

I 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 Nielsen or its successors in interest. I also hereby authorize and request the appropriate governmental official(s) of the appropriate foreign patent Office(s) to issue any said foreign Patent(s) to Nielsen or its successors.

I also agree that,

except as specifically approved in connection with matters I am working on for Nielsen, I shall not, directly or indirectly use, disclose or cause to be disclosed any of the invention(s), trade secrets or proprietary information ("Information") associated with this or any IDF or any other information I may be exposed to as a result of my access thereto through the Anaqua software application. All such information and related materials are and shall remain the exclusive property of Nielsen or the clients of Nielsen.

PATENT

REEL: 061587 FRAME: 0923

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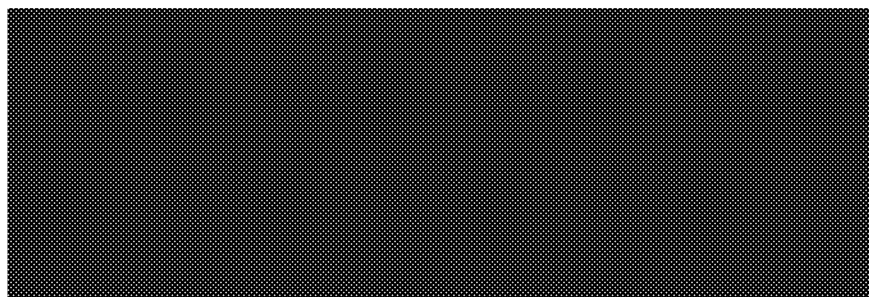
You will be asked to acknowledge and agree to the above once you save the disclosure, and after you sign and approve the form at Step 4. You must agree to the above language in order to submit the disclosure.

The above rights are accepted by Nielsen.

Click here to open a signed copy of the above language:[hyperlink](#)

Step 2 - Documents

Document/Title	Date	Document Type
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(Redacted)

Step 4 - Approvals

Email	Name	Role	Phone	% Approval	Date	Approved By	Signature
(Redacted)	Joseph Gregory Milavsky	Inventor		01 Feb 2018 15:47:42		Joseph Gregory Milavsky	/Joseph G. Milavsky/
(Redacted)	Hashem Alsaket	Inventor	(Redacted)	05 Feb 2018 14:17:56		Hashem Alsaket	/Hashem Alsaket/
(Redacted)	James Bartelme	Inventor	(Redacted)	05 Feb 2018 16:02:50		James Bartelme	/james bartelme/
(Redacted)	Jan Besehanic	Inventor		01 Feb 2018 15:47:55		Jan Besehanic	/Jan Besehanic/

PATENT

RECORDED: 10/01/2022

REEL: 061587 FRAME: 0924