

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT7660912

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	CHOONGKOO LEE	05/20/2013
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:	17992627	
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>		
Phone:	3125801020	
Email:	ktaylor@hfzlaw.com, docketing@hfzlaw.com	
Correspondent Name:	HANLEY, FLIGHT & ZIMMERMAN, LLC	
Address Line 1:	150 S. WACKER DRIVE	
Address Line 2:	SUITE 2200	
Address Line 4:	CHICAGO, ILLINOIS 60606	
ATTORNEY DOCKET NUMBER:	20004/129162US05	
NAME OF SUBMITTER:	SCOTT D. SALMON	
SIGNATURE:	/Scott D. Salmon/	
DATE SIGNED:	11/23/2022	
Total Attachments: 5		
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source=Lee Agmt#page4.tif		
source=Lee Agmt#page5.tif		

Confidentiality Agreement and Assignment of Rights

In consideration of my employment and the compensation paid to me by The Nielsen Company (US), LLC, or any of its affiliated companies (hereinafter collectively "Nielsen"), I agree as follows:

1. During the term of my employment, I agree to devote my best efforts to the interest of Nielsen, and will not, during the term of this Agreement, undertake or engage in any other employment, occupation or business enterprise, other than ones in which I am a passive investor, which are either directly or indirectly related to my employment with Nielsen without prior written approval of an officer of Nielsen. I agree to observe any and all rules and regulations which the company may now or shall hereafter establish governing the conduct of its business or its employees.

2. I represent and warrant that my employment by Nielsen will not conflict with and will not be constrained by any prior employment or consulting agreement or relationship. I represent and warrant that I do not possess confidential information arising out of prior employment which will be useful in connection with my employment by Nielsen nor have I brought any documents or things to Nielsen from my previous employers. If I later find that confidential information belonging to any former employer might be useful in connection with Nielsen's business, I will not intentionally disclose to Nielsen or use on behalf of Nielsen any confidential information belonging to any of my former employers. However, during my employment by Nielsen I shall, in the performance of my duties, use all information which is generally known and used by persons with training and experience comparable to my own, and all information which is common knowledge in the industry or otherwise legally in the public domain.

3. I acknowledge that during the term of my employment I will have access to and become acquainted with various trade secrets and proprietary information that is or may be used in the present or future research, development, or operation of Nielsen's business Nielsen and which Nielsen desires or is obligated to keep confidential ("Confidential Information"). I acknowledge that such Confidential Information may be owned by Nielsen or owned or licensable by third parties that have disclosed it to Nielsen under limited license or other grant of right to Nielsen to use said Confidential Information. By way of example only, I understand that such third party disclosers include but are not limited to the present and prospective clients, cooperators, vendors, contractors, licensors, joint developers, and joint venture partners of Nielsen, or other third parties that disclose Confidential Information ("Disclosers") to Nielsen. A non-exhaustive list of examples of types of information that Nielsen or Disclosers may consider Confidential Information is attached hereto as Attachment A. Except as specifically required by my employment with Nielsen, I agree that I shall not allow access to, disclose or cause to be disclosed any of such Confidential Information, directly or indirectly, or use them in any way, either during the term of employment with Nielsen or at any time thereafter. All such Confidential Information shall be and remain the exclusive property of Nielsen or the Discloser thereof.

4. For the purpose of this agreement, Confidential Information shall include but not be limited to: company, industry, and product information and information disclosed to me or known by me as a consequence of or through my employment with Nielsen. By way of example only, this shall include information conceived, originated, discovered, or otherwise developed by me, which may or may not be generally known in the relevant industry. Such Confidential Information includes but is not limited to trade secrets, reports, publications, proposals, marketing and sales plans, prospective or current customer list, financial information, costs, pricing information, programs, plans, illustrations, software, designs of data and data bases, and all concepts or ideas in or reasonably related to the business of Nielsen or clients, cooperators, vendors, contractors, licensors, joint developers, and joint venture partners of Nielsen or their products, systems, processes and services including information relating to research, development, inventions, manufacture, purchasing, accounting, engineering, data base creation and processing, marketing, merchandising and selling. Such Confidential Information may be embodied in hard copy, software, computer readable form, or otherwise.

5. I understand that regardless of whether it is a primary objective of my employment with Nielsen, from time to time I may use my skill and ability to make new discoveries, or conceive or devise new ideas, techniques, processes, inventions, and improvements relating to current, planned or future Nielsen business activities including without limitation research or development, products, systems, services, methods, and related designs, articles or methods of manufacture, distribution or management

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thereof ("Inventions"). I also understand that I may conceive, devise or otherwise develop such Inventions on Nielsen time and/or with company resources. I agree to disclose and submit to Nielsen for evaluation all such Inventions promptly after the discovery, conception, devise or development thereof. I further understand that in the course of my employment with Nielsen I may be assigned to or otherwise will develop works of authorship (including but not limited to reports, presentations, publications, proposals, plans, programs, plans, illustrations, software and the like) relating to such current, planned or future research or development, products, systems, services, methods or the like of Nielsen ("Developed Works"). I agree to assign, and by these presents do hereby assign and transfer, all of my entire right, title and interest in and to all such Inventions and Developed Works to Nielsen (or its designated affiliated company), its successors, assigns or nominees. Any inventions not discovered, conceived, devised or developed on Nielsen time and/or resources and not related to the aforementioned current, planned or future Nielsen research or development, products, systems, services, methods or the like, shall be my sole property. I agree to promptly inform the legal department of Nielsen of any such inventions that I believe are not Inventions. I have identified in Attachment B attached hereto all inventions I have discovered, conceived, devised or developed prior to the commencement of my employment with Nielsen and which I believe are not subject to the assignment of this Section 5.

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

6. Upon my termination, I shall return all copies and originals of any documents, reports, working papers or other documents which I have in my possession. During or after termination of my employment, I will not publish or cause to be published, release or cause to be released, or otherwise make available or cause to be made available to any third party any information describing any Confidential Information, report, service content, customer list or proprietary information of Nielsen or a client or cooperator of Nielsen without prior specific written authorization of Nielsen.

7. I understand that if there is a breach by me of any duty to Nielsen with respect to any Confidential Information, Developed Work or Invention, Nielsen may sustain irreparable injury and may not have an adequate remedy at law. As a result, I agree that, in the event of any breach of this Agreement, Nielsen may, in addition to any other remedies available to it, bring an action or actions for injunction, specific performance or both, and have entered a temporary restraining order, preliminary or permanent injunction, or order compelling specific performance, and if successful, seek reasonable attorney's fees and costs.

8. This Agreement shall inure to the benefit of Nielsen, its successors and assigns, and shall supersede all other agreements, written and oral, between Nielsen and myself with respect to invention and confidential information. This Agreement may not be modified or terminated in whole or in part except in writing, signed by an officer of Nielsen.

9. Neither the waiver by Nielsen of any of its rights under this Agreement, nor the invalidity of any provision hereof, shall prevent Nielsen from enforcing any other provision or right created by this Agreement.

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10. This Agreement shall be construed and interpreted in accordance with the laws of the State of New York. If any provision of this agreement is declared void and unenforceable, such provision shall be deemed severed from the agreement and the balance of the agreement shall remain in full force and effect.

EMPLOYEE

Signature	<u>Choongkoo Lee</u>
Name	<u>Choongkoo Lee</u>
Date	<u>May 20, 2013</u>

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ATTACHMENT A

The following is a list of examples of information considered Confidential by Nielsen, its clients, cooperators, vendors, contractors, licensors, joint developers, joint venture partners, or other third parties. This is not a comprehensive list.

- Marketing and Sales Plans*
- Prospect Lists*
- Customer Lists*
- Cooperator Lists*
- Trade Payments*
- Financial Data including:*
 - Cost Information*
 - Pricing Information*
 - Profit & Loss Statements*
 - Budgets*
- New Business Proposals*
- Internal Business Plans*
- GSR Documents*
- Report Data*
- Data Base Designs*
- Software and Documentation,*
 - including personal*
 - computer software*
- Passwords*
- User Numbers*
- UPC Files*
- Confidential Client information such as:*
 - Marketing Plans*
 - Product R&D*
 - Manufacturing Techniques*
- Confidential Cooperator information such as:*
 - Store Movement Data*
 - Merchandising Plans*

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Attachment B

Complete either A or B (but not both).

A. All inventions discovered, conceived, devised or developed by me (solely or jointly) prior to the commencement of my employment with Nielsen, are:

Title: _____

Document number, Patent Number, etc.: _____

Authors/inventors: _____

Assignee (if any): _____

Title: _____

Document number, Patent Number, etc.: _____

Authors/inventors: _____

Assignee (if any): _____

Title: _____

Document number, Patent Number, etc.: _____

Authors/inventors: _____

Assignee (if any): _____

Title: _____

Document number, Patent Number, etc.: _____

Authors/inventors: _____

Assignee (if any): _____

Title: _____

Document number, Patent Number, etc.: _____

Authors/inventors: _____

Assignee (if any): _____

B. *There are no* Inventions conceived by me (solely or jointly) prior to the commencement of my employment with Nielsen.

Initial: CK Lee

Note: *attach additional copies of this page if needed.*