

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT7679118

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	EXPERIAN MARKETING SOLUTIONS, INC.	01/01/2017
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	EXPERIAN MARKETING SOLUTIONS, LLC	
<b>Street Address:</b>	955 AMERICAN LANE	
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<b>State/Country:</b>	ILLINOIS	
<b>Postal Code:</b>	60173	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	17071915
<b>CORRESPONDENCE DATA</b>		
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<b>ATTORNEY DOCKET NUMBER:</b>	EXP.406C5	
<b>NAME OF SUBMITTER:</b>	AMY CHUN	
<b>SIGNATURE:</b>	/Amy Chun/	
<b>DATE SIGNED:</b>	12/06/2022	
<b>Total Attachments: 8</b>		
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## PATENT ASSIGNMENT

**THIS PATENT ASSIGNMENT** (this "Assignment"), effective as of January 1, 2017, is made by Experian Marketing Solutions, Inc., a Delaware corporation (the "Assignor").

**WHEREAS**, Assignor and Experian Marketing Solutions, LLC, a Delaware limited liability corporation ("Assignee"), are parties to a Contribution Agreement, effective as of January 1, 2017 (as amended, supplemented or otherwise modified from time to time, the "Contribution Agreement"; capitalized terms not defined herein have the meanings set forth in the Contribution Agreement) pursuant to which Assignor agreed to assign to Assignee its right, title and interest in the Retained Business Assets;

**WHEREAS**, Assignor owns its entire right, title and interest, whether statutory or common law rights, in, to and under (among other Intellectual Property) Patents used in or necessary for the Retained Business, including, without limitation, the patents and pending patent applications listed on Schedule A to this Assignment (the "Assigned Patents");

**WHEREAS**, as contemplated by the Contribution Agreement, Assignee desires to acquire, and Assignor desires to assign, Assignor's entire worldwide right, title and interest in and to the Assigned Properties, as defined below, and Assignor is willing to assign the Assigned Properties to Assignee.

**NOW, THEREFORE**, for and in consideration of the forgoing and the mutual, and other good and valuable consideration, the receipt of which is hereby acknowledged:

1. Assignor does hereby sell, assign and transfer to Assignee, in fee simple absolute, its entire worldwide right, title and interest in, to and under (i) the Assigned Patents, and (ii) any and all divisionals, continuations, continuations-in-part, foreign counterparts, reexaminations, reissues, extensions, and patent or patent applications claiming the benefit of or priority to any of the foregoing, ((i) – (ii) are, collectively, the "Assigned Properties"), to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which the Assigned Properties are granted as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, as assignee of its entire right, title and interest therein and in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.
2. Assignor agrees to execute any additional documents (including, without limitation, express assignments of any patent or patent application intended to be included in the Assigned Properties but not specifically listed in Schedule A) and to take such other actions as may be necessary to transfer to Assignee its entire right, title and interest in and to the Assigned Properties.

3. The parties hereto authorize and request that the respective Patent Offices of the relevant jurisdictions record and recognize Assignee as the assignee and owner of the Assigned Patents.
4. This Assignment shall be governed by and construed in accordance with the laws of the United States of America, with respect to applicable federal law, and the State of Delaware with respect to applicable state law, without regard to the conflicts of law principles thereof.

*- Signatures appear on the following page -*

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed in duplicate originals by its duly authorized representative as of the day and year first above written.

"Assignor"

EXPERIAN MARKETING SOLUTIONS, INC.

By: 

Name: Brian Herb

Title: vP and Treasurer

*[Signature Page to Patent Assignment]*

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**PATENT**  
**REEL: 061997 FRAME: 0323**

Schedule A

Issued Patents:

<u>Title</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Appl. No.</u>	<u>Filing Date</u>	<u>Publ. No.</u>
SYSTEM AND METHOD OF ENHANCING LEADS BY DETERMINING CONTACTABILITY SCORES	8,135,607	3/13/2012	11/671,411	2/5/2007	2008/0109294
SYSTEMS AND METHODS OF ENHANCING LEADS	7,752,236	7/6/2010	11/671,412	2/5/2007	2008/0109444
SYSTEMS AND METHODS FOR SCORING SALES LEADS	8,027,871	9/27/2011	11/671,424	2/5/2007	2008/0109445
SYSTEMS AND METHODS OF ENHANCING LEADS BY DETERMINING PROPENSITY SCORES	8,271,313	9/18/2012	13/245,312	9/26/2011	2012/0016717
ENHANCING SALES LEADS WITH BUSINESS SPECIFIC CUSTOMIZED STATISTICAL PROPENSITY MODELS	8,626,563	1/7/2014	13/608,733	9/10/2012	2013/0066676
SYSTEM AND METHOD FOR LINKING MULTIPLE ENTITIES IN A BUSINESS DATABASE	7,912,865	3/22/2011	11/862,086	9/26/2007	2008/0077551
SYSTEMS AND METHODS FOR DETERMINING THIN-FILE RECORDS AND DETERMINING THIN-FILE RISK LEVELS	7,742,982	6/22/2010	11/871,572	10/12/2007	2008/0255975
SYSTEMS AND METHODS FOR DETERMINING THIN-FILE RECORDS AND DETERMINING THIN-FILE RISK LEVELS	8,024,264	9/20/2011	12/818,096	6/17/2010	2010/0299246
SYSTEMS AND METHODS FOR DETERMINING THIN-FILE RECORDS AND DETERMINING THIN-FILE RISK LEVELS	8,271,378	9/18/2012	13/236,555	9/19/2011	2012/0158575
SYSTEMS AND METHODS FOR DETERMINING THIN-FILE RECORDS AND DETERMINING THIN-FILE RISK LEVELS	8,738,515	5/27/2014	13/620,250	9/14/2012	2013/0218751
SERVICE FOR MAPPING IP ADDRESSES TO USER SEGMENTS	7,996,521	8/9/2011	11/942,613	11/19/2007	2009/0129377
SERVICE FOR ASSOCIATING IP ADDRESSES WITH USER SEGMENTS	8,145,754	3/27/2012	13/197,610	8/3/2011	2011/0289190
SERVICE FOR ASSOCIATING NETWORK USERS WITH PROFILES	8,533,322	9/10/2013	13/427,676	3/22/2012	2012/0185503

<u>Title</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Appl. No.</u>	<u>Filing Date</u>	<u>Publ. No.</u>
SERVICE FOR ASSOCIATING NETWORK USERS WITH PROFILES	9,058,340	6/16/2015	14/021231	9/9/2013	Non-Pub Requested
SYSTEMS AND METHODS FOR PROVIDING AN INTEGRATED IDENTIFIER	8,312,033	11/13/2012	12/493,115	6/26/2009	Non-Pub Requested
SYSTEMS AND METHODS FOR PROVIDING AN INTEGRATED IDENTIFIER	8,954,459	2/10/2015	13/673,918	11/9/2012	Non-Pub Requested
SYSTEMS AND METHODS FOR PROVIDING ANONYMIZED USER PROFILE DATA	8,639,920	1/28/2014	12/777,998	5/11/2010	2011/0060905
SYSTEMS AND METHODS FOR PROVIDING ANONYMIZED USER PROFILE DATA	8,966,649	2/24/2015	14/162,498	1/23/2014	2014/0201007
SYSTEMS AND METHODS FOR PROCESSING CONSUMER INFORMATION FOR TARGETED MARKETING APPLICATIONS	9,152,727	10/6/2015	13/215,161	8/22/2011	Non-Pub Requested
SYSTEM, METHOD AND SOFTWARE FOR PROVIDING PERSISTENT ENTITY IDENTIFICATION AND LINKING ENTITY INFORMATION IN AN INTEGRATED DATA REPOSITORY	7,647,344	1/12/2010	10/651,469	8/29/2003	2004/0243539
SYSTEM, METHOD AND SOFTWARE FOR PROVIDING PERSISTENT PERSONAL AND BUSINESS ENTITY IDENTIFICATION AND LINKING PERSONAL AND BUSINESS ENTITY INFORMATION IN AN INTEGRATED DATA REPOSITORY	8,001,153	8/16/2011	12/620,323	11/17/2009	2010/0211593
SYSTEM, METHOD AND SOFTWARE FOR PROVIDING PERSISTENT ENTITY IDENTIFICATION AND LINKING ENTITY INFORMATION IN AN INTEGRATED DATA REPOSITORY	8,671,115	3/11/2014	13/180,028	7/11/2011	2012/0078932
SYSTEM, METHOD AND SOFTWARE FOR PROVIDING PERSISTENT ENTITY IDENTIFICATION AND LINKING ENTITY INFORMATION IN A DATA REPOSITORY	9,256,624	2/9/2016	14/160,973	1/22/2014	2014/0344302

<u>Title</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Appl. No.</u>	<u>Filing Date</u>	<u>Publ. No.</u>
DISTRIBUTED AND INTERACTIVE DATABASE ARCHITECTURE FOR PARALLEL AND ASYNCHRONOUS DATA PROCESSING OF COMPLEX DATA AND FOR REAL-TIME QUERY PROCESSING	8,510,329	8/13/2013	11/137,618	5/25/2005	2006/0271568
SOFTWARE AND METADATA STRUCTURES FOR DISTRIBUTED AND INTERACTIVE DATABASE ARCHITECTURE FOR PARALLEL AND ASYNCHRONOUS DATA PROCESSING OF COMPLEX DATA AND FOR REAL-TIME QUERY PROCESSING	7,707,163	4/27/2010	11/151,137	6/13/2005	2006/0271507
SOFTWARE AND METADATA STRUCTURES FOR DISTRIBUTED AND INTERACTIVE DATABASE ARCHITECTURE FOR PARALLEL AND ASYNCHRONOUS DATA PROCESSING OF COMPLEX DATA AND FOR REAL-TIME QUERY PROCESSING	8,135,747	3/13/2012	12/719,217	5/8/2010	2010/0325142
SOFTWARE AND METADATA STRUCTURES FOR DISTRIBUTED AND INTERACTIVE DATABASE ARCHITECTURE FOR PARALLEL AND ASYNCHRONOUS DATA PROCESSING OF COMPLEX DATA AND FOR REAL-TIME QUERY PROCESSING	8,775,473	7/8/2014	13/366,284	2/4/2012	2012/0259893
SOFTWARE AND METADATA STRUCTURES FOR DISTRIBUTED AND INTERACTIVE DATABASE ARCHITECTURE FOR PARALLEL AND ASYNCHRONOUS DATA PROCESSING OF COMPLEX DATA AND FOR REAL-TIME QUERY PROCESSING	9,454,578	9/27/2016	14/953,365	11/29/2015	2016/0078093

<u>Title</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Appl. No.</u>	<u>Filing Date</u>	<u>Publ. No.</u>
SOFTWARE AND METADATA STRUCTURES FOR DISTRIBUTED AND INTERACTIVE DATABASE ARCHITECTURE FOR PARALLEL AND ASYNCHRONOUS DATA PROCESSING OF COMPLEX DATA AND FOR REAL-TIME QUERY PROCESSING	9,201,981	12/1/2015	14/287,007	5/24/2014	2015/0081738
SYSTEM, METHOD, AND SOFTWARE FOR PREDICTION OF ATTITUDINAL AND MESSAGE RESPONSIVENESS	8,346,593	1/1/2013	10/881,436	6/30/2004	2006/0004622
A COMPUTER SYSTEM AND METHOD FOR SECURELY FORMATTING AND MAPPING DATA FOR INTERNET WEB SITES	6,144,988	11/7/2000	09/121,291	7/23/1998	Non-Pub Requested

**Pending Patent Applications:**

<u>Title</u>	<u>Appl. No.</u>	<u>Filing Date</u>	<u>Publ. No.</u>
SYSTEMS AND METHODS FOR PROVIDING AN INTEGRATED IDENTIFIER	14/617,062	2/9/2015	2015/0326580
SYSTEMS AND METHODS FOR PROVIDING ANONYMIZED USER PROFILE DATA	14/627,338	2/20/2015	2015/0262246
Audience IQ (previously called CodeShare ID)	14/870,541	9/30/2015	Non-Pub Requested
DETERMINING EFFECTIVENESS OF MARKETING CAMPAIGNS	14/289,148	5/28/2014	Non-Pub Requested
DETERMINING EFFECTIVENESS OF MARKETING CAMPAIGNS	15/000,561	1/19/2016	Non-Pub Requested
DETERMINING EFFECTIVENESS OF MARKETING CAMPAIGNS	15/294,276	10/14/2016	Non-Pub Requested
ACCESS CONTROL SYSTEM FOR IMPLEMENTING ACCESS RESTRICTIONS OF REGULATED DATABASE RECORDS WHILE IDENTIFYING AND PROVIDING INDICATORS OF REGULATED DATABASE RECORDS MATCHING VALIDATION CRITERIA	15/253,743	8/31/2016	Non-Pub Requested

<u>Title</u>	<u>Appl. No.</u>	<u>Filing Date</u>	<u>Publ. No.</u>
SYSTEM, METHOD AND SOFTWARE FOR PROVIDING PERSISTENT ENTITY IDENTIFICATION AND LINKING ENTITY INFORMATION IN A DATA REPOSITORY	15/015,946	2/4/2016	2016/0154859
DISTRIBUTED AND INTERACTIVE DATABASE ARCHITECTURE FOR PARALLEL AND ASYNCHRONOUS DATA PROCESSING OF COMPLEX DATA AND FOR REAL-TIME QUERY PROCESSING	13/939,421	7/11/2013	2014/0164281
SOFTWARE AND METADATA STRUCTURES FOR DISTRIBUTED AND INTERACTIVE DATABASE ARCHITECTURE FOR PARALLEL AND ASYNCHRONOUS DATA PROCESSING OF COMPLEX DATA AND FOR REAL-TIME QUERY PROCESSING	15/275,370	9/24/2016	TBD
SYSTEM AND METHOD FOR GENERATING TARGETED COMMUNICATIONS HAVING DIFFERENT CONTENT AND WITH PREFERENCES FOR COMMUNICATION MEDIA, CHANNEL, TIMING, FREQUENCY, AND SEQUENCES OF COMMUNICATIONS, USING AN INTEGRATED DATA REPOSITORY	13/689,425	11/29/2012	2013/0339093
SYSTEM AND METHOD FOR GENERATING TARGETED COMMUNICATIONS HAVING DIFFERENT CONTENT AND WITH PREFERENCES FOR COMMUNICATION MEDIA, CHANNEL, TIMING, FREQUENCY, AND SEQUENCES OF COMMUNICATIONS, USING AN INTEGRATED DATA REPOSITORY	13/689,465	11/29/2012	2013/0332230

Pending Foreign Applications:

<u>Title</u>	<u>Appl. No</u>	<u>Filing Date</u>
Systems and methods of aggregating consumer information	2013295603	1/17/2015

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