

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT7911723

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	INVENTION DISCLOSURE
CONVEYING PARTY DATA	
Name	Execution Date
NARASIMHA REDDY GOLI	10/04/2018
RECEIVING PARTY DATA	
Name:	THE NIELSEN COMPANY (US), LLC
Street Address:	85 BROAD STREET
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State/Country:	NEW YORK
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PROPERTY NUMBERS Total: 4	
Property Type	Number
Application Number:	62953032
Application Number:	17200420
Application Number:	17848091
PCT Number:	US2066689
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DATE SIGNED:	04/20/2023
Total Attachments: 4	
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Invention Short Title Targeted audience measurement on TV platform for campaigns and Content

[Redacted]

Step 1 - Disclosure

INVENTION DESCRIPTION

[Redacted]

4. Invention Title

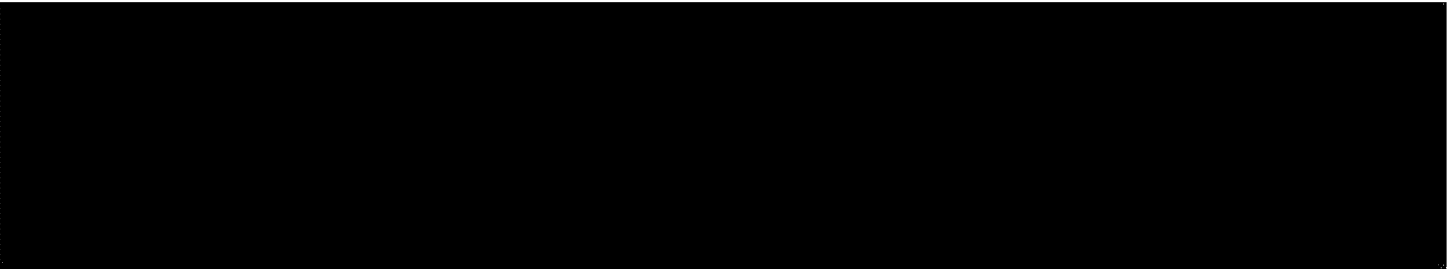
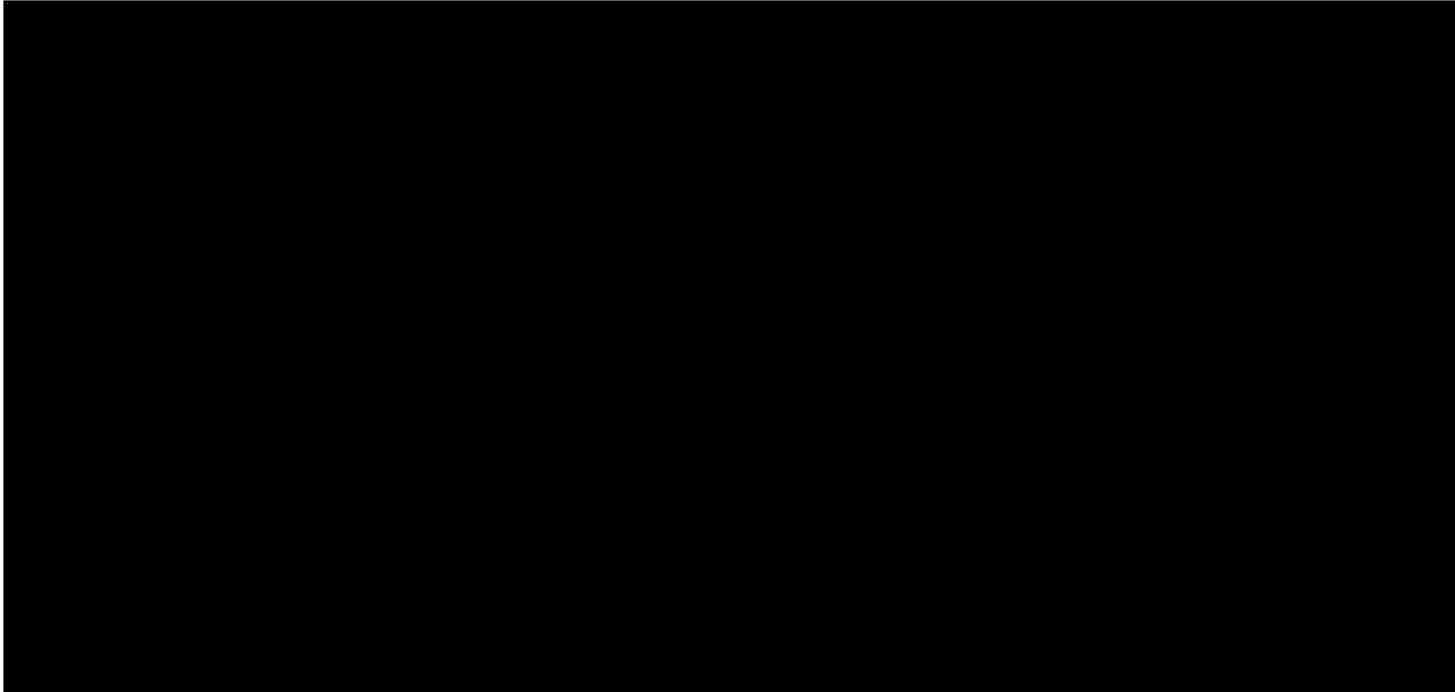
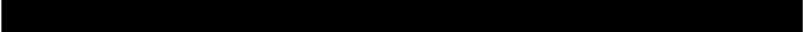
Targeted audience measurement on TV platform for campaigns and Content

5. Short Title

Targeted audience measurement on TV platform for campaigns and Content

[Redacted]

[Redacted]



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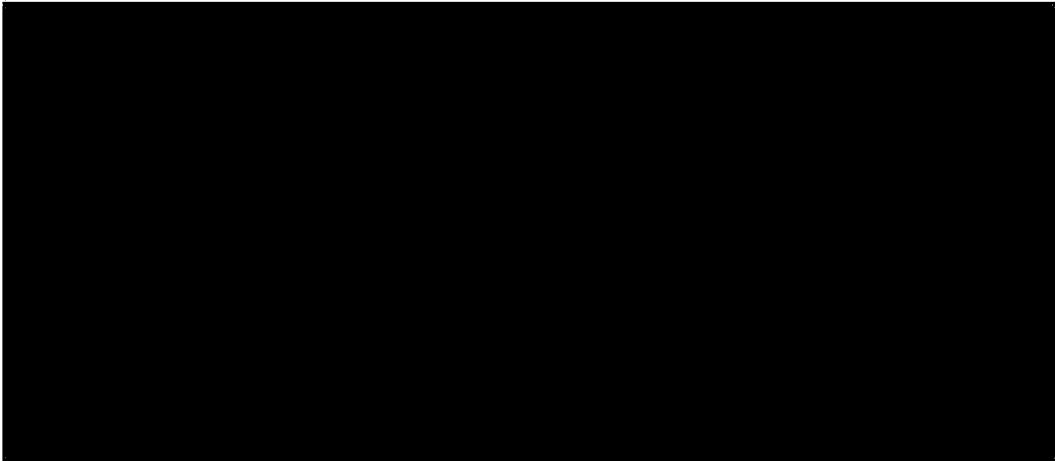
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Step 4 - Approvals

Email	Name	Role	Phone	% Approval	Approval Date	Approved By	Signature
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