

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
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ANDREW ASHBACHER	01/23/2020
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	18313822
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DATE SIGNED:	05/08/2023
Total Attachments: 2	
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ASSIGNMENT

Attorney Docket No.: 19-1191-US

Pat. App. No.:

Inventor(s): Shashank Merchant, Andrew Ashbacher

Filing Date:

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to:

The Nielsen Company (US), LLC

its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, entitled:

**USE OF STEGANOGRAPHICALLY-ENCODED DATA AS BASIS
TO DISAMBIGUATE FINGERPRINT-BASED CHANNEL-MULTI-MATCH**

and identified as:

Attorney Docket No. 19-1191-US

in the law offices of MCDONNELL BOEHNNEN HULBERT & BERGHOFF LLP and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension of such patents, and further assign to said assignee the priority right provided by the International Convention.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the filing date and the application number of said application when officially known.

This Assignment supersedes all other assignments related to said application.

The undersigned warrants himself or herself to be the owner of the entire right, title and interest in said invention or improvements and to have the right to make this assignment, and further warrants that there are no outstanding prior assignments, licenses, or other encumbrances on the interest herein assigned.

The undersigned agrees that an electronic signature is sufficient to execute this Assignment.

Signature: S.C. Merchant
Name: Shashank Merchant

Date: 02/04/2020

Signature: Andrew Ashbacher
Name: Andrew Ashbacher

Date: January 23, 2020