

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM634652

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Nielsen Consumer LLC		03/05/2021	Limited Liability Company: DELAWARE
Byzzer, Inc.		03/05/2021	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Bank of America, N.A. as administrative agent and collateral agent
Street Address:	900 W. Trade Street
Internal Address:	Gateway Village-900 Building NC1-026-06-04
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28255-0001
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	5787849	UNLEASH THE POWER OF DATA TO DRIVE GROWT
Registration Number:	6091220	THE SCIENCE BEHIND WHAT'S NEXT
Registration Number:	3744041	NEUROFOCUS
Registration Number:	3931564	POWER SCREENER
Registration Number:	3421532	NEUROFOCUS
Registration Number:	3202885	BASES DECISIONPOINT
Registration Number:	2996825	KEEPING YOUR BUSINESS FRESH
Registration Number:	3052460	PERISHABLES GROUP
Registration Number:	2941875	SPECTRA HISPANIQ
Registration Number:	2876716	FRESHWORKS
Registration Number:	2706279	TDLINX
Registration Number:	2738066	AFFINNOVA
Registration Number:	2597206	SPECTRA
Registration Number:	2708097	BASES PRICE ADVISOR
Registration Number:	2846930	BASES PRODUCT ADVISOR
Registration Number:	2334638	HOMESCAN
Registration Number:	2471877	WINNING BRANDS

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	1897695	RESTAGER
Registration Number:	1751521	SOVA
Registration Number:	1737005	PRE-BASES
Registration Number:	1380148	SPACEMAN
Registration Number:	1206443	BASES
Registration Number:	1164868	SCANTRACK
Registration Number:	3805490	COEFFICIENT GENERATOR
Registration Number:	3733470	NEUROFOCUS

CORRESPONDENCE DATA

Fax Number: 2028357586

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.

Phone: 2028357500

Email: dcip@milbank.com

Correspondent Name: Javier J. Ramos

Address Line 1: 1850 K Street, NW, Suite 1100

Address Line 2: Milbank, LLP

Address Line 4: Washington, D.C. 20006

ATTORNEY DOCKET NUMBER: 33901.00052

NAME OF SUBMITTER: Javier J. Ramos

SIGNATURE: /Javier J. Ramos/

DATE SIGNED: 03/25/2021

Total Attachments: 26

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT is entered into as of March 5, 2021, (this “Agreement”), by Nielsen Consumer LLC, a Delaware limited liability company, and Byzzer Inc., a Delaware corporation (each, a “Grantor”) in favor of Bank of America, N.A. (“BofA”), as administrative agent and collateral agent (in such capacities, the “Administrative Agent”) for the Secured Parties.

Reference is made to that certain US Pledge and Security Agreement, dated as of the date hereof (as amended, restated, amended and restated, supplemented or otherwise modified from time to time and in effect on the date hereof, the “Security Agreement”), among the US Loan Parties party thereto and the Administrative Agent. The Lenders (as defined in the Credit Agreement) have extended credit to the Borrowers (as defined in Credit Agreement (as defined below)) subject to the terms and conditions set forth in that certain Credit Agreement, dated as of the date hereof (as amended, restated, amended and restated, supplemented or otherwise modified and in effect on the date hereof, the “Credit Agreement”), by and among AI PAVE Dutchco III B.V., a private company with limited liability (*besloten vennootschap met beperkte aansprakelijkheid*) organized under the laws of the Netherlands (“Holdings”), Intermediate Dutch Holdings B.V., a private company with limited liability (*besloten vennootschap met beperkte aansprakelijkheid*) organized under the laws of the Netherlands (“Intermediate Dutch Holdings”), Indy US Holdco, LLC, a Delaware limited liability company (“US Top Borrower”), Indy US Bidco, LLC, a Delaware limited liability company (“US Bidco” and, prior to the consummation of the Closing US Merger, the US Borrower), Nielsen Consumer, Inc., a Delaware corporation (the “US Target” and, following the consummation of the Closing US Merger, the US Borrower), Indy Dutch Bidco B.V., a private company with limited liability (*besloten vennootschap met beperkte aansprakelijkheid*) organized under the laws of the Netherlands (“Dutch Borrower”), the Revolving Borrowers from time to time party thereto, the Lenders from time to time party thereto, the Issuing Banks from time to time party thereto and Bank of America, N.A. (“Bank of America”) in its capacities as administrative agent for the Lenders and collateral agent for the Secured Parties (in such capacities and together with its successors and assigns, the “Administrative Agent”) and as an Issuing Bank and the Swingline Lender. Consistent with the requirements set forth in Sections 4.01 and 5.12 of the Credit Agreement and Section 4.03(c) of the Security Agreement, the parties hereto agree as follows:

SECTION 1. *Terms.* Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the Security Agreement or the Credit Agreement, as applicable, as in effect on the date hereof.

SECTION 2. *Grant of Security Interest.* As security for the prompt and complete payment or performance, as the case may be, in full of the Secured Obligations, each Grantor, pursuant to the Security Agreement, did and hereby does pledge, mortgage, transfer and grant to the Administrative Agent, its successors and permitted assigns, on behalf of and for the ratable benefit of the Secured Parties, a continuing security interest in all of its right, title or interest in, to or under all of the following assets, whether now owned or at any time hereafter acquired by or arising in favor of such Grantor and regardless of where located (collectively, the “IP Collateral”):

- A. all Trademarks, including the Trademark registrations and registration applications in the United States Patent and Trademark Office listed on Schedule I hereto;
- B. all Patents, including the Patent registrations and pending applications in the United States Patent and Trademark Office listed on Schedule II hereto

C. all Copyrights, including the Copyright registrations and pending applications for registration in the United States Copyright Office listed on Schedule III; and

D. all proceeds of the foregoing;

in each case to the extent the foregoing items constitute Collateral.

SECTION 3. *Security Agreement.* The security interests granted to the Administrative Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Administrative Agent pursuant to the Security Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the IP Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the Security Agreement, the terms of the Security Agreement shall govern.


SECTION 4. *Termination or Release.* In connection with any termination or release pursuant to Section 7.12 of the Security Agreement, the Administrative Agent shall promptly execute and deliver to Grantor, at such Grantor's expense, such documents that such Grantor shall reasonably request to evidence and/or effectuate the termination or release of the security interest granted herein.

SECTION 5. *Governing Law.* This Agreement, and any claim, controversy or dispute arising under or related to this Agreement, whether in tort, contract (at law or in equity) or otherwise, shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.


[Signature Pages Follow]

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

Nielsen Consumer LLC

By: 
Name: Eric Rubenstein
Title: President

Byzzer, Inc.

By: 
Name: Eric Rubenstein
Title: Vice President

SCHEDULE I

TRADEMARKS

REGISTERED OWNER	REGISTRATION NUMBER	TRADEMARK
Nielsen Consumer LLC	5787849	UNLEASH THE POWER OF DATA TO DRIVE GROWTH
Nielsen Consumer LLC	6091220	THE SCIENCE BEHIND WHATS NEXT
Nielsen Consumer LLC	3744041	NEUROFOCUS
Nielsen Consumer LLC	3931564	POWER SCREENER
Nielsen Consumer LLC	3421532	NEUROFOCUS
Nielsen Consumer LLC	3202885	BASES DECISIONPOINT
Nielsen Consumer LLC	2996825	KEEPING YOUR BUSINESS FRESH
Nielsen Consumer LLC	3052460	PERISHABLES GROUP
Nielsen Consumer LLC	2941875	SPECTRA HISPANIQ
Nielsen Consumer LLC	2876716	FRESHWORKS
Nielsen Consumer LLC	2706279	TDLINX
Nielsen Consumer LLC	2738066	AFFINNOVA
Nielsen Consumer LLC	2597206	SPECTRA
Nielsen Consumer LLC	2708097	BASES PRICE ADVISOR
Nielsen Consumer LLC	2846930	BASES PRODUCT ADVISOR
Nielsen Consumer LLC	2334638	HOMESCAN
Nielsen Consumer LLC	2471877	WINNING BRANDS
Nielsen Consumer LLC	1897695	RESTAGER
Nielsen Consumer LLC	1751521	SOVA
Nielsen Consumer LLC	1737005	PRE-BASES
Nielsen Consumer LLC	1380148	SPACEMAN
Nielsen Consumer LLC	1206443	BASES
Nielsen Consumer LLC	1164868	SCANTRACK
Nielsen Consumer LLC	3805490	COEFFICIENT GENERATOR
Nielsen Consumer LLC	3733470	NEUROFOCUS

SCHEDULE II

ISSUED PATENTS

SCHEDULE II

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TRADEMARK
REEL: 007233 FRAME: 0794

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	METHODS AND APPARATUS FOR IMPROVING DATA WAREHOUSE PERFORMANCE	4/21/2009	7,523,124
Nielsen Consumer LLC	METHODS AND APPARATUS FOR IMPROVING DATA WAREHOUSE PERFORMANCE	7/10/2012	8,219,521
Nielsen Consumer LLC	METHODS AND APPARATUS FOR IMPROVING DATA WAREHOUSE PERFORMANCE	5/27/2014	8,738,576
Nielsen Consumer LLC	SYSTEMS AND METHODS FOR CONSUMER PRICE INDEX DETERMINATION USING PANEL-BASED AND POINT-OF-SALE MARKET RESEARCH DATA	9/25/2012	8,275,682
Nielsen Consumer LLC	SYSTEMS AND METHODS TO GENERATE AN ENERGY CONSUMPTION INDEX	5/1/2012	8,170,886
Nielsen Consumer LLC	METHODS AND APPARATUS TO GENERATE SMART TEXT	11/6/2012	8,306,844
Nielsen Consumer LLC	METHODS AND APPARATUS TO GENERATE SMART TEXT	6/24/2014	8,762,192
Nielsen Consumer LLC	METHODS AND APPARATUS FOR INTEGRATING VOLUMETRIC SALES DATA, MEDIA CONSUMPTION INFORMATION, AND GEOGRAPHIC-DEMOGRAPHIC DATA TO TARGET ADVERTISEMENTS	4/1/2014	8,688,516
Nielsen Consumer LLC	METHODS AND APPARATUS TO MODEL CONSUMER CHOICE SOURCING	7/16/2019	10,354,263
Nielsen Consumer LLC	METHODS AND APPARATUS TO PREDICT NEW PRODUCT PERFORMANCE METRICS	9/24/2013	8,543,446
Nielsen Consumer LLC	METHODS AND APPARATUS FOR PROVIDING VIDEO WITH EMBEDDED MEDIA	3/10/2015	8,977,110

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	METHODS AND APPARATUS FOR PROVIDING ALTERNATE MEDIA FOR VIDEO DECODERS	5/31/2016	9,357,240
Nielsen Consumer LLC	METHODS AND APPARATUS FOR PROVIDING ALTERNATE MEDIA FOR VIDEO DECODERS	11/21/2017	9,826,284
Nielsen Consumer LLC	METHODS AND APPARATUS FOR PROVIDING PERSONALIZED MEDIA IN VIDEO	6/11/2013	8,464,288
Nielsen Consumer LLC	METHODS AND APPARATUS FOR PROVIDING PERSONALIZED MEDIA IN VIDEO	2/10/2015	8,955,010
Nielsen Consumer LLC	METHODS AND APPARATUS TO SEARCH DATASETS	4/7/2015	9,002,886
Nielsen Consumer LLC	METHODS AND APPARATUS TO SEARCH DATASETS	6/28/2016	9,378,267
Nielsen Consumer LLC	METHODS AND APPARATUS TO SEARCH DATASETS	12/12/2017	9,842,138
Nielsen Consumer LLC	METHODS AND APPARATUS TO SEARCH DATASETS	7/21/2020	10,719,514
Nielsen Consumer LLC	METHODS AND APPARATUS TO MONITOR PRODUCTS IN STORES	10/18/2016	9,471,893
Nielsen Consumer LLC	METHODS AND APPARATUS TO IDENTIFY AFFINITY BETWEEN SEGMENT ATTRIBUTES AND PRODUCT CHARACTERISTICS	12/4/2018	10,147,108
Nielsen Consumer LLC	METHODS AND APPARATUS TO IDENTIFY AFFINITY BETWEEN SEGMENT ATTRIBUTES AND PRODUCT CHARACTERISTICS	2/2/2021	10,909,560
Nielsen Consumer LLC	METHODS AND APPARATUS FOR INVENTORY DETERMINATIONS USING PORTABLE DEVICES	6/14/2016	9,367,831

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	METHODS AND APPARATUS FOR FACILITATING A SALES TRANSACTION VIA AN INTERACTIVE DISPLAY PLATFORM	3/5/2019	10,223,734
Nielsen Consumer LLC	METHODS AND APPARATUS FOR FACILITATING A SALES TRANSACTION VIA AN INTERACTIVE DISPLAY PLATFORM	12/15/2020	10,867,342
Nielsen Consumer LLC	METHODS AND APPARATUS TO PROFILE GEOGRAPHIC AREAS OF INTEREST	1/5/2021	10,885,097
Nielsen Consumer LLC	REDUCING SCALES ESTIMATE ERRORS IN SHELF IMAGES	5/7/2019	10,282,607
Nielsen Consumer LLC	METHODS AND APPARATUS TO IDENTIFY LOCAL TRADE AREAS	7/2/2019	10,339,547
Nielsen Consumer LLC	PRODUCT AUDITING IN POINT-OF-SALE IMAGES	10/22/2019	10,452,707
Nielsen Consumer LLC	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	2/25/2020	10,568,572
Nielsen Consumer LLC	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	12/17/2019	10,506,974
Nielsen Consumer LLC	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	2/23/2021	10,925,538
Nielsen Consumer LLC	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT WITH CONTENT AWARE TEXT EDITOR	12/8/2015	9,208,132
Nielsen Consumer LLC	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY OPTIMIZATION OF CONCEPTS	10/24/2017	9,799,041
Nielsen Consumer LLC	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	10/10/2017	9,785,995

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	11/17/2020	10,839,445
Nielsen Consumer LLC	DETERMINING DESIGN PREFERENCES OF A GROUP	12/11/2007	7,308,418
Nielsen Consumer LLC	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	2/16/2016	9,262,776
Nielsen Consumer LLC	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	8/18/2015	9,111,298
Nielsen Consumer LLC	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	12/8/2015	9,208,515
Nielsen Consumer LLC	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	10/21/2014	8,868,446
Nielsen Consumer LLC	SYSTEM AND METHOD FOR CONCEPT DEVELOPMENT	12/22/2015	9,218,614
Nielsen Consumer LLC	OPTIMAL SOLUTION IDENTIFICATION SYSTEM AND METHOD	4/12/2016	9,311,383
Nielsen Consumer LLC	METHOD AND SYSTEM FOR PREDICTING PERSONAL PREFERENCES	1/25/2011	7,877,346
Nielsen Consumer LLC	METHODS AND APPARATUS TO DETERMINE EFFECTS OF PROMOTIONAL ACTIVITY ON SALES	9/11/2012	8,265,989
Nielsen Consumer LLC	METHODS AND APPARATUS TO DETERMINE EFFECTS OF PROMOTIONAL ACTIVITY ON SALES	11/12/2013	8,583,477
Nielsen Consumer LLC	METHODS AND APPARATUS TO DETERMINE THE EFFECTS OF TRADE PROMOTIONS ON SUBSEQUENT SALES	1/29/2013	8,364,516
Nielsen Consumer LLC	METHOD AND SYSTEM FOR USING COHERENCE OF BIOLOGICAL RESPONSES AS A MEASURE OF PERFORMANCE OF A MEDIA	7/24/2012	8,230,457

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	METHOD AND SYSTEM FOR USING COHERENCE OF BIOLOGICAL RESPONSES AS A MEASURE OF PERFORMANCE OF A MEDIA	3/3/2015	8,973,022
Nielsen Consumer LLC	METHOD AND SYSTEM FOR RATING MEDIA AND EVENTS IN MEDIA BASED ON PHYSIOLOGICAL DATA	7/15/2014	8,782,681
Nielsen Consumer LLC	DEVICE AND METHOD FOR SENSING ELECTRICAL ACTIVITY IN TISSUE	5/31/2016	9,351,658
Nielsen Consumer LLC	DEVICE AND METHOD FOR SENSING ELECTRICAL ACTIVITY IN TISSUE	12/17/2019	10,506,941
Nielsen Consumer LLC	METHOD AND SYSTEM FOR MEASURING AND RANKING AN "ENGAGEMENT" RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS, OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	7/1/2014	8,764,652
Nielsen Consumer LLC	METHOD AND SYSTEM FOR MEASURING AND RANKING A POSITIVE OR NEGATIVE RESPONSE TO AUDIOVISUAL OR INTERACTIVE MEDIA, PRODUCTS OR ACTIVITIES USING PHYSIOLOGICAL SIGNALS	6/25/2013	8,473,044
Nielsen Consumer LLC	SYSTEM FOR REMOTE ACCESS TO MEDIA, AND REACTION AND SURVEY DATA FROM VIEWERS OF THE MEDIA	4/3/2012	8,151,292
Nielsen Consumer LLC	SYSTEMS AND METHODS PROVIDING EN MASS COLLECTION AND CENTRALIZATION PROCESSING OF PHYSIOLOGICAL RESPONSES FROM VIEWERS	12/20/2016	9,521,960
Nielsen Consumer LLC	SYSTEMS AND METHODS PROVIDING EN MASS COLLECTION AND CENTRALIZATION PROCESSING OF PHYSIOLOGICAL RESPONSES FROM VIEWERS	3/3/2020	10,580,018

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	SYSTEM PROVIDING ACTIONABLE INSIGHTS BASED ON PHYSIOLOGICAL RESPONSES FROM VIEWERS OF MEDIA	12/4/2012	8,327,395
Nielsen Consumer LLC	SYSTEMS AND METHODS TO DETERMINE MEDIA EFFECTIVENESS	4/28/2015	9,021,515
Nielsen Consumer LLC	SYSTEMS AND METHODS TO DETERMINE MEDIA EFFECTIVENESS	2/14/2017	9,571,877
Nielsen Consumer LLC	SYSTEMS AND METHODS TO DETERMINE MEDIA EFFECTIVENESS	2/13/2018	9,894,399
Nielsen Consumer LLC	PROVIDING ACTIONABLE INSIGHTS BASED ON PHYSIOLOGICAL RESPONSES FROM VIEWERS OF MEDIA	12/11/2012	8,332,883
Nielsen Consumer LLC	APPARATUS AND METHOD FOR OBJECTIVELY DETERMINING HUMAN RESPONSE TO MEDIA	12/22/2015	9,215,996
Nielsen Consumer LLC	METHOD AND APPARATUS FOR SENSING BLOOD OXYGEN	2/19/2013	8,376,952
Nielsen Consumer LLC	IDENTIFYING KEY MEDIA EVENTS AND MODELING CAUSAL RELATIONSHIPS BETWEEN KEY EVENTS AND REPORTED FEELINGS	1/1/2013	8,347,326
Nielsen Consumer LLC	IDENTIFYING KEY MEDIA EVENTS AND MODELING CAUSAL RELATIONSHIPS BETWEEN KEY EVENTS AND REPORTED FEELINGS	7/29/2014	8,793,715
Nielsen Consumer LLC	ELECTROENCEPHALOGRAM (EEG) CLUSTER ELECTRODES	6/3/2014	8,744,808
Nielsen Consumer LLC	ELECTROENCEPHALOGRAM (EEG) CLUSTER ELECTRODES	7/8/2014	8,774,894
Nielsen Consumer LLC	SYSTEM AND METHOD FOR CONDUCTING PRODUCT CONFIGURATION RESEARCH OVER A COMPUTER-BASED NETWORK	7/8/2008	7,398,233

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	SYSTEM AND METHOD FOR CONDUCTING PRODUCT CONFIGURATION RESEARCH OVER A COMPUTER-BASED NETWORK	2/15/2011	7,890,387
Nielsen Consumer LLC	SYSTEM AND METHOD FOR CONDUCTING PRODUCT CONFIGURATION RESEARCH OVER A COMPUTER-BASED NETWORK	10/26/2010	7,822,632
Nielsen Consumer LLC	SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK	11/27/2007	7,302,475
Nielsen Consumer LLC	SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK	3/22/2011	7,912,898
Nielsen Consumer LLC	METHODS AND APPARATUS TO PROVIDE A CHOICE SELECTION WITH DATA PRESENTATION	5/24/2016	9,348,804
Nielsen Consumer LLC	METHOD AND SYSTEM FOR DETERMING AUDIENCE RESPONSE TO A SENSORY STIMULUS	10/23/2012	8,296,172
Nielsen Consumer LLC	METHOD AND SYSTEM FOR DETERMING AUDIENCE RESPONSE TO A SENSORY STIMULUS	12/6/2016	9,514,439
Nielsen Consumer LLC	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	12/6/2016	9,514,436
Nielsen Consumer LLC	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	2/5/2019	10,198,713
Nielsen Consumer LLC	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	11/17/2020	10,839,350

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	SHORT IMAGERY TASK (SIT) RESEARCH METHOD	04/01/2014	8,684,742
Nielsen Consumer LLC	SHORT IMAGERY TASK (SIT) RESEARCH METHOD	09/27/2016	9,454,646
Nielsen Consumer LLC	SHORT IMAGERY TASK (SIT) RESEARCH METHOD	04/02/2019	10,248,195
Nielsen Consumer LLC	DATA COLLECTION SYSTEM FOR AGGREGATING BIOLOGICALLY BASED MEASURES IN ASYNCHRONOUS GEOGRAPHICALLY DISTRIBUTED PUBLIC ENVIRONMENTS	3/22/2016	9,292,858
Nielsen Consumer LLC	METHOD AND SYSTEM FOR GATHERING AND COMPUTING AN AUDIENCE'S NEUROLOGICALLY-BASED REACTIONS IN A DISTRIBUTED FRAMEWORK INVOLVING REMOTE STORAGE AND COMPUTING	9/20/2016	9,451,303
Nielsen Consumer LLC	SYSTEM AND METHOD FOR GATHERING AND ANALYZING BIOMETRIC USER FEEDBACK FOR USE IN SOCIAL MEDIA AND ADVERTISING APPLICATIONS	2/14/2017	9,569,986
Nielsen Consumer LLC	A SYSTEM AND METHOD FOR GATHERING AND ANALYZING BIOMETRIC USER FEEDBACK FOR USE IN SOCIAL MEDIA AND ADVERTISING APPLICATIONS	1/5/2021	10,881,348
Nielsen Consumer LLC	METHODS AND APPARATUS TO ADJUST CONTENT PRESENTED TO AN INDIVIDUAL	4/3/2018	9,936,250
Nielsen Consumer LLC	METHODS AND APPARATUS TO ADJUST CONTENT PRESENTED TO AN INDIVIDUAL	9/8/2020	10,771,844
Nielsen Consumer LLC	METHODS AND APPARATUS TO MONITOR SHOPPERS IN A RETAIL ENVIRONMENT	3/15/2016	9,288,268

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	PROTECTIVE GUARDS FOR MOUNTING AN IDENTIFICATION TAG ON A SHOPPING CARRIER	3/22/2011	7,911,347
Nielsen Consumer LLC	METHODS AND APPARATUS TO MONITOR SHOPPERS IN A RETAIL ENVIRONMENT	8/7/2012	8,239,277
Nielsen Consumer LLC	METHODS AND APPARATUS TO MONITOR SHOPPERS IN A RETAIL ENVIRONMENT	2/23/2016	9,269,093
Nielsen Consumer LLC	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA	7/9/2013	8,484,081
Nielsen Consumer LLC	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA	6/9/2020	10,679,241
Nielsen Consumer LLC	PROTOCOL GENERATOR AND PRESENTER DEVICE FOR ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS	6/25/2013	8,473,345
Nielsen Consumer LLC	NEURO-INFORMATICS REPOSITORY SYSTEM	2/26/2013	8386312
Nielsen Consumer LLC	NEURO-FEEDBACK BASED STIMULUS COMPRESSION DEVICE	2/6/2018	9,886,981
Nielsen Consumer LLC	NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM	3/5/2013	8,392,253
Nielsen Consumer LLC	NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM	3/3/2020	10,580,031

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	AUDIENCE RESPONSE ANALYSIS USING SIMULTANEOUS ELECTROENCEPHALOGRAPHY (EEG) AND FUNCTIONAL MAGNETIC RESONANCE IMAGING	7/23/2013	8,494,905
Nielsen Consumer LLC	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	9/10/2013	8,533,042
Nielsen Consumer LLC	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	8/4/2020	10,733,625
Nielsen Consumer LLC	STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS	2/26/2013	8,386,313
Nielsen Consumer LLC	STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS	11/13/2018	10,127,572
Nielsen Consumer LLC	STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS	3/2/20221	10/937,051
Nielsen Consumer LLC	CONSUMER EXPERIENCE ASSESSMENT SYSTEM	03/05/2013	8,392,254
Nielsen Consumer LLC	CONSUMER EXPERIENCE PORTRAYAL EFFECTIVENESS ASSESSMENT SYSTEM	1/21/2014	8,635,105
Nielsen Consumer LLC	CONTENT BASED SELECTION AND META TAGGING OF ADVERTISEMENT BREAKS	3/5/2013	8,392,255
Nielsen Consumer LLC	CONTENT BASED SELECTION AND META TAGGING OF ADVERTISEMENT BREAKS	11/27/2018	10,140,628
Nielsen Consumer LLC	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING MAGNETOENCEPHALOGRAPHY	7/23/2013	8,494,610
Nielsen Consumer LLC	METHODS AND APPARATUS FOR PROVIDING VIDEO WITH EMBEDDED MEDIA	9/18/2012	8,270,814

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	ANALYSIS OF THE MIRROR NEURON SYSTEM FOR EVALUATION OF STIMULUS	2/18/2014	8,655,437
Nielsen Consumer LLC	ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL	2/7/2017	9,560,984
Nielsen Consumer LLC	ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL	9/4/2018	10,068,248
Nielsen Consumer LLC	ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL	4/23/2019	10,269,036
Nielsen Consumer LLC	INTRACLUSTER CONTENT MANAGEMENT USING NEURO-RESPONSE PRIMING DATA	6/26/2012	8,209,224
Nielsen Consumer LLC	INTRACLUSTER CONTENT MANAGEMENT USING NEURO-RESPONSE PRIMING DATA	6/24/2014	8,762,202
Nielsen Consumer LLC	ADVERTISEMENT EXCHANGE USING NEURO-RESPONSE DATA	12/18/2012	8,335,715
Nielsen Consumer LLC	MULTIMEDIA ADVERTISEMENT EXCHANGE	12/18/2012	8,335,716
Nielsen Consumer LLC	NEURO-RESPONSE DATA SYNCHRONIZATION	2/18/2014	8,655,428
Nielsen Consumer LLC	NEURO-RESPONSE DATA SYNCHRONIZATION	5/10/2016	9,336,535
Nielsen Consumer LLC	NEURO-RESPONSE EVALUATED STIMULUS IN VIRTUAL REALITY ENVIRONMENTS	3/5/2013	8,392,250
Nielsen Consumer LLC	EFFECTIVE VIRTUAL REALITY ENVIRONMENTS FOR PRESENTATION OF MARKETING MATERIALS	3/12/2013	8,396,744

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	EFFECTIVE VIRTUAL REALITY ENVIRONMENTS FOR PRESENTATION OF MARKETING MATERIALS	10/1/2013	8,548,852
Nielsen Consumer LLC	LOCATION AWARE PRESENTATION OF STIMULUS MATERIAL	3/5/2013	8,392,251
Nielsen Consumer LLC	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	6/23/2015	9,060,671
Nielsen Consumer LLC	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	3/24/2015	8,989,835
Nielsen Consumer LLC	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	12/22/2015	9,215,978
Nielsen Consumer LLC	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	3/6/2018	9,907,482
Nielsen Consumer LLC	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	11/24/2020	10,842,403
Nielsen Consumer LLC	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	9/22/2020	10,779,745
Nielsen Consumer LLC	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	4/26/2016	9,320,450
Nielsen Consumer LLC	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	6/6/2017	9,668,694
Nielsen Consumer LLC	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	4/18/2017	9,622,702
Nielsen Consumer LLC	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	4/18/2017	9,622,703

SCHEDULE II

Owner	Title	Grant Date	Patent No.
Nielsen Consumer LLC	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	7/26/2016	9,398,864

PENDING PATENT APPLICATIONS

SCHEDULE II

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Owner	Patent Application Title	Filed Date	Application Number
Nielsen Consumer LLC	METHODS AND APPARATUS TO MODEL CONSUMER CHOICE SOURCING	7/10/2019	16/508,013
Nielsen Consumer LLC	REDUCING SCALE ESTIMATE ERRORS IN SHELF IMAGES	5/2/2019	16/401,744
Nielsen Consumer LLC	NEURO-PHYSIOLOGY AND NEURO-BEHAVIORAL BASED STIMULUS TARGETING SYSTEM	2/13/2020	16/790,160
Nielsen Consumer LLC	CONTENT BASED SELECTION AND META TAGGING OF ADVERTISEMENT BREAKS	10/3/2018	16/151,050
Nielsen Consumer LLC	PERSONALIZED CONTENT DELIVERY USING NEURO-RESPONSE PRIMING DATA	11/16/2018	16/193,930
Nielsen Consumer LLC	DRY ELECTRODES FOR ELECTROENCEPHALOGRAPHY	8/24/2009	12/546,586
Nielsen Consumer LLC	METHODS AND APPARATUS TO PERFORM IMAGE ANALYSES IN A COMPUTING ENVIRONMENT	12/21/2018	16/230920
Nielsen Consumer LLC	METHODS AND APPARATUS TO IDENTIFY AFFINITY BETWEEN SEGMENT ATTRIBUTES AND PRODUCT CHARACTERISTICS	1/27/2021	17/160,001
Nielsen Consumer LLC	METHODS AND APPARATUS FOR FACILITATING A SALES TRANSACTION VIA AN INTERACTIVE DISPLAY PLATFORM	11/5/2020	17/090,573
Nielsen Consumer LLC	METHODS AND APPARATUS TO PROFILE GEOGRAPHIC AREAS OF INTEREST	1/4/2021	17/140,909
Nielsen Consumer LLC	METHODS, SYSTEMS, APPARATUS AND ARTICLES OF MANUFACTURE FOR RECEIPT DECODING	11/22/2019	16/692,797

SCHEDULE II

Owner	Patent Application Title	Filed Date	Application Number
Nielsen Consumer LLC	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO MONITOR THE AVAILABILITY OF PRODUCTS FOR PURCHASE	4/24/2020	16/857,769
Nielsen Consumer LLC	METHODS AND APPARATUS TO DECODE INVOICES BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	6/30/2020	63/046,644
Nielsen Consumer LLC	METHODS AND APPARATUS TO DECODE DOCUMENTS BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	10/20/2020	17/075,675
Nielsen Consumer LLC (First Named Applicant)	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO RECALIBRATE CONFIDENCES FOR IMAGE CLASSIFICATION	11/23/2020	17/102,064
The Nielsen Company (US), LLC (First Named Applicant)	METHODS AND APPARATUS TO CATEGORIZE PORTIONS OF AN IMAGE CONTAINING TEXT INFORMATION	7/17/2020	63/053,505
Nielsen Consumer LLC (First Named Applicant)	METHODS, SYSTEMS, APPARATUS AND ATRICLES OF MANUFACTURE TO APPLY A REGULARIZATION LOSS IN MACHINE LEARNING MODELS	9/18/2020	63/080,564
Nielsen Consumer LLC	METHODS AND APPARATUS TO CLASSIFY LABELS BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	6/30/2020	63/046,363
Nielsen Consumer LLC	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO CLASSIFY LABELS BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	10/16/2020	17/072,740

Owner	Patent Application Title	Filed Date	Application Number
Nielsen Consumer LLC	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO ENHANCE MARKET RESEARCH DATA COLLECTION QUALITY	5/28/2020	63/031,147
Nielsen Consumer LLC	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO IDENTIFY MARKET STRATEGIES	8/21/2020	63/068,743
Nielsen Consumer LLC	METHODS AND APPARATUS FOR ONLINE PURCHASING HISTORY	10/7/2020	63/088,970
Nielsen Consumer LLC (First Named Applicant)	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO PERFORM DYNAMIC DISCRETE CHOICE MODELING	11/3/2020	63/109,162
Nielsen Consumer LLC	METHOD AND SYSTEM FOR PREDICTING AUDIENCE VIEWING BEHAVIOR	11/16/2020	17/099,000
Nielsen Consumer LLC	SYSTEM AND METHOD FOR GATHERING AND ANALYZING BIOMETRIC USER FEEDBACK FOR USE IN SOCIAL MEDIA AND ADVERTISING APPLICATIONS	1/4/2021	17/140,821
Nielsen Consumer LLC	STIMULUS PLACEMENT SYSTEM USING SUBJECT NEURO-RESPONSE MEASUREMENTS	1/29/2021	17/162,880
Nielsen Consumer LLC	METHODS AND APPARATUS TO FORECAST NEW PRODUCT LAUNCH SOURCING	2/2/2018	15/887,725
Nielsen Consumer LLC	METHODS AND APPARATUS TO SEARCH DATASETS	7/20/2020	16/933,194
Nielsen Consumer LLC	METHODS AND APPARATUS TO MANAGE MARKETING FORECASTING ACTIVITY	12/7/2015	14/961,855

SCHEDULE II

Owner	Patent Application Title	Filed Date	Application Number
Nielsen Consumer LLC	METHODS AND APPARATUS TO IDENTIFY NON-NAMED COMPETITORS	12/31/2015	14/985,426
Nielsen Consumer LLC	METHODS AND APPARATUS TO IDENTIFY LOCAL TRADE AREAS	6/28/2019	16/457,127
Nielsen Consumer LLC	PRODUCT AUDITING IN POINT-OF-SALE IMAGES	2019-09-12	16/569,139
Nielsen Consumer LLC	HEADSETS AND ELECTRODES FOR GATHERING ELECTROENCEPHALOGRAPHIC DATA	12/16/2019	16/715,606
Nielsen Consumer LLC	METHODS AND APPARATUS TO IDENTIFY RETAIL PRICING STRATEGIES	12/15/2016	15/380,327
Nielsen Consumer LLC	METHODS AND APPARATUS TO PERFORM IMAGE ANALYSES IN A COMPUTING ENVIRONMENT	1/16/2019	16/249,448
Nielsen Consumer LLC	METHODS, SYSTEMS, APPARATUS AND ARTICLES OF MANUFACTURE TO MODEL eCOMMERCE SALES	12/21/2018	16/230,069
Nielsen Consumer LLC	METHOD AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	10/9/2020	17/067,399
Nielsen Consumer LLC	DEVICE AND METHOD FOR SENSING ELECTRICAL ACTIVITY IN TISSUE	12/16/2019	16/715,610
Nielsen Consumer LLC	SYSTEMS AND METHODS PROVIDING EN MASS COLLECTION AND CENTRALIZATION PROCESSING OF PHYSIOLOGICAL RESPONSES FROM VIEWERS	2/13/2020	16/790,164

Owner	Patent Application Title	Filed Date	Application Number
Nielsen Consumer LLC	SHORT IMAGERY TASK (SIT) RESEARCH METHOD	2/27/2019	16/287,440
Nielsen Consumer LLC	METHODS AND APPARATUS TO ADJUST CONTENT PRESENTED TO AN INDIVIDUAL	9/4/2020	17/013,099
Nielsen Consumer LLC	ANALYSIS OF MARKETING AND ENTERTAINMENT EFFECTIVENESS USING CENTRAL NERVOUS SYSTEM, AUTONOMIC NERVOUS SYSTEM, AND EFFECTOR DATA	4/30/2020	16/863,671
Nielsen Consumer LLC	NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR	7/31/2020	16/944,714
Nielsen Consumer LLC	NEUROLOGICAL PROFILES FOR MARKET MARCHING AND STIMULUS PRESENTATION	9/5/2019	16/561,980
Nielsen Consumer LLC	PRESENTATION MEASURE USING NEUROGRAPHICS	5/24/2019	16/421,864
Nielsen Consumer LLC	PERSONALIZED STIMULUS PLACEMENT IN VIDEO GAMES	11/22/2019	16/692,511
Nielsen Consumer LLC	ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL	3/21/2019	16/360,282
Nielsen Consumer LLC	GENERATING RATINGS PREDICTIONS USING NEURO-RESPONSE DATA	10/5/2018	16/152,980
Nielsen Consumer LLC	SYSTEMS AND METHODS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	9/21/2020	17/027,200
Nielsen Consumer LLC	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	5/2/2017	15/584,258

SCHEDULE II

Owner	Patent Application Title	Filed Date	Application Number
Nielsen Consumer LLC	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	3/3/2017	15/449,564
Nielsen Consumer LLC	METHODS AND APPARATUS TO GATHER AND ANALYZE ELECTROENCEPHALOGRAPHIC DATA	6/24/2016	15/192,659

SCHEDULE III

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None.

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None.

SCHEDULE III

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RECORDED: 03/25/2021

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