CH \$415.00 688512

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM774842

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	INTELLECTUAL PROPERTY SECURITY AGREEMENT	

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Nielsen Consumer LLC		12/14/2022	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	6885120	SMARTSTORE
Registration Number:	5264589	
Registration Number:	5250355	
Registration Number:	5264593	
Registration Number:	5274965	SLICE WATCH
Registration Number:	5264594	
Registration Number:	5274964	SLICE DROPS
Registration Number:	5264592	SLICE & DICE
Registration Number:	5264595	ACUMEN
Registration Number:	5045290	UNROLL.ME
Registration Number:	5085432	UNROLL.ME
Registration Number:	5034347	SLICE INTELLIGENCE
Registration Number:	4115966	SLICE
Registration Number:	3423888	PRECIMA
Registration Number:	3184702	LOCAL MARKET PLANNER
Registration Number:	2876313	CONSUMER 360

CORRESPONDENCE DATA

TRADEMARK

REEL: 007931 FRAME: 0001

900738758

Fax Number: 2123108007

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: 2123108000

Email: juan.arias@weil.com

Correspondent Name: Dylan Scher

Address Line 1: Weil, Gotshal & Manges LLP

Address Line 2: 767 Fifth Avenue

Address Line 4: New York, NEW YORK 10153

ATTORNEY DOCKET NUMBER:	Dylan Scher-65494.0003
NAME OF SUBMITTER:	Dylan Scher
SIGNATURE:	/Dylan Scher/
DATE SIGNED:	12/15/2022

Total Attachments: 13

source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page1.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page2.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page3.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page4.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page5.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page6.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page7.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page8.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page9.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page10.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page11.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page11.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page12.tif source=Project Grace - IP Security Agreement (Signed by SV 12.14.22)#page13.tif

TRADEMARK REEL: 007931 FRAME: 0002

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT is entered into as of December 14, 2022, (this "<u>Agreement</u>"), by Nielsen Consumer LLC (the "<u>Grantor</u>") in favor of Bank of America, N.A. ("<u>BofA</u>"), as administrative agent and collateral agent (in such capacities, the "<u>Administrative Agent</u>") for the Secured Parties.

Reference is made to that certain US Pledge and Security Agreement, dated as of March 5, 2021 (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 March 5, 2021 (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 BofA 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, the 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 the Grantor and regardless of where located (collectively, the "<u>IP Collateral</u>"):
- 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

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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. The 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: Svetlana Vinokur Title: SVP, Treasurer

1. Vinocur_

REEL: 007931 FRAME: 0005

SCHEDULE I

UNITED STATES REGISTERED TRADEMARKS

Registration Number	Trademark	Owner	Status
6885120	SMARTSTORE	Nielsen Consumer LLC	Registered
5264589		Nielsen Consumer LLC	Registered
5250355		Nielsen Consumer LLC	Registered
5264593	e	Nielsen Consumer LLC	Registered
5274965	SLICE WATCH	Nielsen Consumer LLC	Registered
5264594		Nielsen Consumer LLC	Registered
5274964	SLICE DROPS	Nielsen Consumer LLC	Registered
5264592	SLICE & DICE	Nielsen Consumer LLC	Registered
5264595	ACUMEN	Nielsen Consumer LLC	Registered
5045290	UNROLL.ME	Nielsen Consumer LLC	Registered
5085432	UNROLL.ME	Nielsen Consumer LLC	Registered
5034347	SLICE INTELLIGENCE	Nielsen Consumer LLC	Registered
4115966	SLICE	Nielsen Consumer LLC	Registered
3423888	precima	Nielsen Consumer LLC	Registered
3184702	LOCAL MARKET PLANNER	Nielsen Consumer LLC	Registered
2876313	CONSUMER 360	Nielsen Consumer LLC	Registered

SCHEDULE I TRADEMARK
REEL: 007931 FRAME: 0006

SCHEDULE II

UNITED STATES PATENTS

Patent Number	Patent Title	Owner	Status
9846902	AUGMENTED AGGREGATION OF	Nielsen Consumer LLC	Granted
	EMAILED PRODUCT ORDER AND		
	SHIPPING INFORMATION		
8844010	AGGREGATION OF EMAILED	Nielsen Consumer LLC	Granted
	PRODUCT ORDER AND SHIPPING		
	INFORMATION		
9641474	AGGREGATION OF EMAILED	Nielsen Consumer LLC	Granted
	PRODUCT ORDER AND SHIPPING		
	INFORMATION		
9508054	EXTRACTING PURCHASE-RELATED	Nielsen Consumer LLC	Granted
	INFORMATION FROM ELECTRONIC		
	MESSAGES		
9563915	EXTRACTING PURCHASE-RELATED	Nielsen Consumer LLC	Granted
	INFORMATION FROM DIGITAL		
	DOCUMENTS		
9892384	EXTRACTING PRODUCT PURCHASE	Nielsen Consumer LLC	Granted
	INFORMATION FROM ELECTRONIC		
	MESSAGES		
9563904	EXTRACTING PRODUCT PURCHASE	Nielsen Consumer LLC	Granted
	INFORMATION FROM ELECTRONIC		
	MESSAGES		
9875486	EXTRACTING PRODUCT PURCHASE	Nielsen Consumer LLC	Granted
	INFORMATION FROM ELECTRONIC		
	MESSAGES		
10235684	METHODS AND APPARATUS TO	Nielsen Consumer LLC	Granted
	GENERATE CONSUMER DATA		
10839407	METHODS AND APPARATUS TO	Nielsen Consumer LLC	Granted
	GENERATE CONSUMER DATA		<u> </u>
10861031	METHODS AND APPARATUS TO	Nielsen Consumer LLC	Granted
	FACILITATE DYNAMIC		
	CLASSIFICATION FOR MARKET		
10055510	RESEARCH	77.1	
10055718	PURCHASE CONFIRMATION DATA	Nielsen Consumer LLC	Granted
	EXTRATION WITH MISSING DATE		
10055710	REPLACEMENT INFORMATION MANAGEMENT	Nielsen Consumer LLC	Cuantad
10055/10	SYSTEM FOR PRODUCT	Nielsen Consumer LLC	Granted
	INGREDIENTS		
10339498	INFORMATION MANAGEMENT	Nielsen Consumer LLC	Granted
10339496	SYSTEM FOR PRODUCT	Niersen Consumer LLC	Gianted
	INGREDIENTS		
10521708	INFORMATION MANAGEMENT	Nielsen Consumer LLC	Granted
10321700	SYSTEM FOR PRODUCT	INCISCH CONSUME LLC	Granica
	INGREDIENTS TO ALLOW		
	REGULATORY COMPLIANCE		
	CHECKS		
10552793	INFORMATION MANAGEMENT	Nielsen Consumer LLC	Granted
10002170	SYSTEM FOR PRODUCT	Tributi Consumor Elec	
	INGREDIENTS		

SCHEDULE II TRADEMARK

REEL: 007931 FRAME: 0007

Patent Number	Patent Title	Owner	Status
10699280	INFORMATION MANAGEMENT SYSTEM FOR PRODUCT INGREDIENTS THAT PRODUCES HYBRID DATA OFFERINGS COMBINING PRODUCT INFORMATION DATA AND ANALYTIC DATA	Nielsen Consumer LLC	Granted
10699284	INFORMATION MANAGEMENT SYSTEM FOR PRODUCT INGREDIENTS TO FILL GAPS IN THE MARKET AND TO DETERMINE PROPER ATTRIBUTION	Nielsen Consumer LLC	Granted
10915803	INFORMATION MANAGEMENT SYSTEM FOR PRODUCT INGREDIENTS TO ALLOW REGULATORY COMPLIANCE CHECKS	Nielsen Consumer LLC	Granted
11436458	INFORMATION MANAGEMENT SYSTEM FOR PRODUCT INGREDIENTS TO ALLOW REGULATORY COMPLIANCE CHECKS	Nielsen Consumer LLC	Granted
10447635	FILTERING ELECTRONIC MESSAGES	Nielsen Consumer LLC	Granted
11032223	FILTERING ELECTRONIC MESSAGES	Nielsen Consumer LLC	Granted
11393047	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO MONITOR AUDITING DEVICES	Nielsen Consumer LLC	Granted

UNITED STATES PENDING PATENT APPLICATIONS

Application Number	Application Title	Owner	Status
17/201909	REDUCING SCALE	Nielsen Consumer LLC	Published
	ESTIMATE ERRORS IN		
	SHELF IMAGES		
17/671371	ANALYSIS OF MARKETING	Nielsen Consumer LLC	Published
	AND ENTERTAINMENT		
	EFFECTIVENESS USING		
	CENTRAL NERVOUS		
	SYSTEM, AUTONOMIC		
	NERVOUS SYTEM, AND		
	EFFECTOR DATA		
17/650190	NEURO-RESPONSE	Nielsen Consumer LLC	Published
	STIMULUS AND STIMULUS		
	ATTRIBUTE RESONANCE		
	ESTIMATOR		
17/333787	CONTENT BASED	Nielsen Consumer LLC	Published
	SELECTION AND META		
	TAGGING OF		
	ADVERTISEMENT BREAKS		

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TRADEMARK
REEL: 007931 FRAME: 0008

Application Number	Application Title	Owner	Status
17/671334	SYSTEMS AND METHODS PROVIDING EN MASS COLLECTION AND CENTRALIZED PROCESSING OF PHYSIOLOGICAL RESPONSES FROM VIEWERS	Nielsen Consumer LLC	Published
17/516349	ANALYSIS OF CONTROLLED AND AUTOMATIC ATTENTION FOR INTRODUCTION OF STIMULUS MATERIAL	Nielsen Consumer LLC	Published
17/345950	METHODS AND APPARATUS TO MODEL CONSUMER CHOICE SOURCING	Nielsen Consumer LLC	Published
17/517417	METHODS AND APPARATUS FOR INTERACTIVE EVOLUTIONARY ALGORITHMS WITH RESPONDENT DIRECTED BREEDING	Nielsen Consumer LLC	Allowed
17/099320	METHODS AND APPARATUS TO GENERATE CONSUMER DATA	Nielsen Consumer LLC	Published
17/114041	METHODS AND APPARATUS TO FACILITATE DYNAMIC CLASSIFICATION FOR MARKET RESEARCH	Nielsen Consumer LLC	Published
15/831382	HIERARCHICAL CLASSIFICATION USING NEURAL NETWORKS	Nielsen Consumer LLC	Published
16/243342	QUALITY OF LABELED TRAINING DATA	Nielsen Consumer LLC	Published
17/947981	METHODS, SYSTEMS, APPARATUS AND ARTICLES OF MANUFACTURE TO MODEL eCOMMERCE SALES	Nielsen Consumer LLC	Pending/ Unpublished
17/340958	METHODS AND APPARATUS TO PERFORM IMAGE ANALYSES IN A COMPUTING ENVIRONMENT	Nielsen Consumer LLC	Published
17/867433	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO MONITOR AUDITING DEVICES	Nielsen Consumer LLC	Published
17/156220	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO DETERMINE PRODUCT CHARACTERISTICS CORRESPONDING TO PURCHASE BEHAVIOR	Nielsen Consumer LLC	Published

Application Number	Application Title	Owner	Status
17/751302	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO MONITOR THE AVAILABILITY OF PRODUCTS FOR PURCHASE	Nielsen Consumer LLC	Published
17/328000	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO ENHANCE MARKET RESEARCH DATA COLLECTION QUALITY	Nielsen Consumer LLC	Published
17/345946	METHODS AND APPARATUS TO ADAPTIVELY COLLECT MARKET RESEARCH DATA	Nielsen Consumer LLC	Published
PCT/US2021/039931	METHODS AND APPARATUS TO DECODE DOCUMENTS BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	Nielsen Consumer LLC	Published
PCT/US2021/039924	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO CLASSIFY LABELS BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	Nielsen Consumer LLC	Published
17/394086	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO CLASSIFY LABELS BASED ON IMAGES USING ARTIFICIAL INTELLIGENCE	Nielsen Consumer LLC	Published
17/243254	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS TO ADJUST MARKET STRATEGIES	Nielsen Consumer LLC	Published
17/478582	METHODS, SYSTEMS, APPARATUS AND ARTICLES OF MANUFACTURE TO APPLY A REGULARIZATION LOSS IN MACHINE LEARNING MODELS	Nielsen Consumer LLC	Published
17/239101	METHODS AND APPARATUS TO MEASURE ONLINE PURCHASING HISTORY	Nielsen Consumer LLC	Published

Application Number	Application Title	Owner	Status
17/379280	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO CATEGORIZE IMAGE TEXT	Nielsen Consumer LLC	Published
17/598792	METHODS AND APPARATUS TO DETECT A TEXT REGION OF INTEREST IN A DIGITAL IMAGE USING MACHINE-BASED ANALYSIS	Nielsen Consumer LLC	Published
PCT/US2022/021183	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO DETERMINE PRODUCT SIMILARITY SCORES	Aritra Kanjilal David Anthony Duncan Matt Senger Nielsen Consumer LLC (First Named Applicant)	Published
17/521598	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO DETERMINE PRODUCT SIMILARITY SCORES	The Nielsen Company (US), LLC	Published
17/622204	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO DETERMINE PRODUCT SIMILARITY SCORES	Nielsen Consumer LLC	Published
17/866147	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS FOR CLUSTERING VERTICES OF AN N-DIMENSIONAL REGULAR POLYGON USING BEARING ANGLES	Nielsen Consumer LLC	Pending/ Unpublished
17/822664	RECEIPT CAPTURING DEVICE TO EXTRACT REGION OF INTEREST (ROI) BY BIT PLANE AND VERTEX METHOD	Nielsen Consumer LLC	Pending/ Unpublished
17/872801	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE, AND APPARATUS FOR DECODING IMAGES	Nielsen Consumer LLC	Pending/ Unpublished
63/358782	METHODS, SYSTEMS, ARTICLES OF MANUFACTURE AND APPARATUS TO DETERMINE RELATED CONTENT	Nielsen Consumer LLC	Pending/ Unpublished

Application Number	Application Title	Owner	Status
63/403140	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE AND		_
	APPARATUS TO DETECT		
	PROMOTION ACTIVITY		
17/941547	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE AND		•
	APPARATUS TO IMPROVE		
	TAGGING ACCURACY		
17/892679	PRODUCT AUDITING IN	Nielsen Consumer LLC	Pending/
	POINT-OF-SALE IMAGES		Unpublished
			1
17/900518	METHODS AND	Nielsen Consumer LLC	Pending/
	APPARATUS TO IDENTIFY		Unpublished
	NON-NAMED		•
	COMPETITORS		
17/883309	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	APPARATUS AND ARTICLES		Unpublished
	OF MANUFACTURE FOR		•
	RECEIPT DECODING		
63/407029	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	APPARATUS AND ARTICLES		Unpublished
	OF MANUFACTURE FOR		o apao ao ao
	SEGMENT TAGGING ON		
	DOCUMENTS		
17/364419	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
177301113	ARTICLES OF	Triesen consumer 220	Unpublished
	MANUFACTURE AND		Chpuonsica
	APPARATUS TO DECODE		
	RECEIPTS BASED ON		
	NEURAL GRAPH		
	ARCHITECTURE		
17/345940	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
177313310	APPARATUS, AND	THEISER CONSUME EEC	Unpublished
	ARTICLES OF		o ripuoristica
	MANUFACTURE FOR		
	DOCUMENT SCANNING		
63/292973	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
03/232313	ARTICLES OF	Trieisen consumer EEC	Unpublished
	MANUFACTURE AND		Chpuonsica
	APPARATUS TO EXTRACT		
	REGION OF INTEREST TEXT		
	FROM RECEIPTS		
17/518204	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
17/318204	ARTICLES OF	Nielsen Consumer LLC	Unpublished
	MANUFACTURE AND		Chpublished
	APPARATUS TO PERFORM		
	DYNAMIC DISCRETE		
	CHOICE MODELING		
17/566135	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
1//300133	ARTICLES OF	THEISCH CONSUME LLC	Unpublished
	MANUFACTURE, AND		Onpublished
	APPARATUS FOR		
	PROCESSING AN IMAGE USING VISUAL AND		
	TEXTUAL INFORMATION		

Application Number	Application Title	Owner	Status
17/501797	METHODS AND	Nielsen Consumer LLC	Pending/
	APPARATUS TO PERFORM		Unpublished
	IMAGE ANALYSES IN A		
	COMPUTING		
	ENVIRONMENT		
17/538855	METHODS AND	Nielsen Consumer LLC	Pending/
	APPARATUS TO FORECAST		Unpublished
	NEW PRODUCT LAUNCH		
	SOURCING		
17/693039	METHODS AND	Nielsen Consumer LLC	Pending/
	APPARATUS TO REDUCE		Unpublished
	SIGNAL-TO-NOISE RATIO		
	(SNR) OF MONADIC SCORES		
17/710538	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE AND		
	APPARATUS TO LABEL		
	TEXT ON IMAGES		
17/710649	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE, AND		
	APPARATUS FOR		
	DECODING PURCHASE		
	DATA USING AN IMAGE		
63/299804	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE, AND		
	APPARATUS FOR		
	DECODING AN IMAGE		
	USING VISUAL AND		
	TEXTUAL INFORMATION		
63/303891	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE AND		_
	APPARATUS FOR		
	CONFIGURABLE		
	SEGMENTATION OF		
	PRODUCT ASSORTMENTS		
17/710660	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE, AND		
	APPARATUS FOR		
	DECODING PURCHASE		
	DATA USING AN IMAGE		
17/836826	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE, AND		_
	APPARATUS TO		
	DETERMINE NEW PRODUCT		
	METRICS USING CROSS-		
	CHANNEL ANALYTICS		
PCT/US22/34570	AUTOMATIC DOCUMENT	Nielsen Consumer LLC	Pending/
	CONTENT EXTRACTION		Unpublished
	AND DECODING		_

Application Number	Application Title	Owner	Status
63/328071	A SYSTEM AND METHOD	Nielsen Consumer LLC	Pending/
	TO DETERMINE PRODUCT		Unpublished
	IMPORTANCE FOR A		
	RETAILER IN SUPPORT OF		
	PRIORITIZATION IN		
	VARIOUS RETAIL		
	MERCHANDISING		
	DECISIONS SUCH AS		
	PRICING, PROMOTIONS		
	AND ASSORTMENT		
63/346211	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE AND		
	APPARATUS TO REDUCE		
	ERROR IN STOCK		
	ESTIMATION		
63/343457	BLOCK SCL: BLOCKING	Nielsen Consumer LLC	Pending/
	MATTERS FOR SUPERVISED		Unpublished
	CONTRASTIVE LEARNING		
	IN PRODUCT MATCHING		
63/349898	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	APPARATUS AND ARTICLES		Unpublished
	OF MANUFACTURE AND		
	ARTICLES OF		
	MANUFACTURE TO DETECT		
	LINES OF DOCUMENTS		
63/354574	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE AND		
	APPARATUS TO OPTIMIZE		
	ISOTONIC REGRESSION	771.4	
63/220789	METHODS, SYSTEMS,	Nielsen Consumer LLC	Pending/
	ARTICLES OF		Unpublished
	MANUFACTURE, AND		
	APPARATUS TO LABEL		
17/16/276	TEXT ON IMAGES	N: 1 G II G	D 1: /
17/464376	METHODS AND	Nielsen Consumer LLC	Pending/
	APPARATUS TO PLAN		Unpublished
	MULTI-VEHICLE DATA		
62/242106	COLLECTION	77.1	D 1: /
62/343106	PURCHASE TRANSACTION	Nielsen Consumer LLC	Pending/
	DATA RETRIEVAL AND		Unpublished
	PROVISIONING SYSTEM		

SCHEDULE III

COPYRIGHTS

- NONE -

COPYRIGHT APPLICATIONS

- NONE -

SCHEDULE II TRADEMARK
REEL: 007931 FRAME: 0015

RECORDED: 12/16/2022