

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
IPSOS QUALITATIVE, INC.		07/01/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	IPSOS QUALITATIVE, LLC
Street Address:	615 Elsinore Place
Internal Address:	3rd Floor
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45202
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2354613	MARKETING MOMS
Registration Number:	2086504	UNDERSTANDING UN LTD
Registration Number:	3218842	SHOPPER CONNECTS
Registration Number:	3087600	BETTER IDEAS FASTER... FROM THE WORLD'S MOST QUALIFIED CONSUMERS
Registration Number:	3176272	CLW
Registration Number:	3200565	MARKETING MINDS

CORRESPONDENCE DATA

Fax Number: (202)955-5564

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2024192407

Email: elizabeth.vary@hklaw.com

Correspondent Name: Elizabeth F. Vary, Holland & Knight LLP

Address Line 1: 2099 Pennsylvania Avenue, NW

Address Line 2: Suite 100

900113528

TRADEMARK
REEL: 003833 FRAME: 0072

OP \$165.00 2354613

Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

NAME OF SUBMITTER:

Elizabeth F. Vary

Signature:

/elizabeth f. vary/

Date:

08/12/2008

Total Attachments: 2

source=ipsos__Aug_12_2008_07_59_51_494#page1.tif

source=ipsos__Aug_12_2008_07_59_51_494#page2.tif

Delaware

PAGE 1

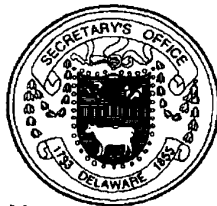
The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "IPSOS QUALITATIVE, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "IPSOS QUALITATIVE, INC." TO "IPSOS QUALITATIVE, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF JULY, A.D. 2008, AT 4:13 O'CLOCK P.M.

4049807 8100V

080748866

You may verify this certificate online
at corp.delaware.gov/authver.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6707753

DATE: 07-03-08

TRADEMARK
REEL: 003833 FRAME: 0074

State of Delaware
Secretary of State
Division of Corporations
Delivered 04:13 PM 07/01/2008
FILED 04:13 PM 07/01/2008
SRV 080748866 - 4049807 FILE

**CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A LIMITED LIABILITY COMPANY
PURSUANT TO SECTION 18-214 OF THE
LIMITED LIABILITY COMPANY ACT**

1. The name of the corporation is Ipsos Qualitative, Inc.
2. The date on which the original Certificate of Incorporation was filed with the Secretary of State was October 24, 2005.
3. The name of the limited liability company into which the corporation is herein being converted is Ipsos Qualitative, LLC.
4. The conversion has been approved in accordance with the provisions of Section 18-214 of the Limited Liability Company Act of the State of Delaware.

IPSOS QUALITATIVE, INC.

By: Debra L. Mason
Name: Debra Mason
Title: Vice President & Treasurer

5414007_v2