

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Yankelovich Partners Inc.		12/31/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Yankelovich Partners LLC		
<b>Street Address:</b>	400 Meadowmont Village Circle		
<b>City:</b>	Chapel Hill		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	27517		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2675492	MINDBASE	
<b>Registration Number:</b>	2678774	MONITOR MINDBASE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(203)459-0201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	203-459-0200		
<b>Email:</b>	info@patlawfirm.com		
<b>Correspondent Name:</b>	Douglas M. McAllister		
<b>Address Line 1:</b>	755 Main Street		
<b>Address Line 2:</b>	Building 8		
<b>Address Line 4:</b>	Monroe, CONNECTICUT 06468		
<b>ATTORNEY DOCKET NUMBER:</b>	YAN-106; YAN-107		
<b>NAME OF SUBMITTER:</b>	Douglas M. McAllister		
<b>Signature:</b>	/Douglas M. McAllister/		

OP \$65.00 2675492

Date:

06/08/2010

**Total Attachments: 3**

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# Delaware

PAGE 1

*The First State*

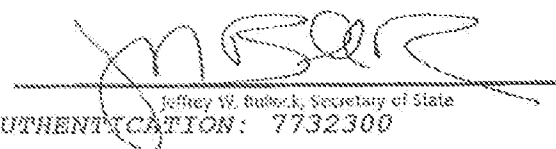
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "YANKELOVICH PARTNERS INC." TO A DELAWARE LIMITED LIABILITY COMPANY, FILED IN THIS OFFICE ON THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2009, AT 9:02 O'CLOCK A.M.

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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 7732300

DATE: 12-31-09

TRADEMARK  
REEL: 004220 FRAME: 0564

CERTIFICATE OF CONVERSION

CONVERTING

YANKELOVICH PARTNERS INC.  
(A Delaware Corporation)

TO

YANKELOVICH PARTNERS LLC  
(A Delaware Limited Liability Company)

Yankelovich Partners Inc., the corporation that is converting to a Delaware limited liability company (the "Converting Corporation"), and Yankelovich Partners LLC, the continuing Delaware limited liability company (the "LLC"), hereby certify that:

1. Name of Converting Corporation. The name of the Converting Corporation immediately prior to the filing of this Certificate of Conversion was "Yankelovich Partners Inc."

2. Date and Jurisdiction of Organization of Converting Corporation. The date on which, and the jurisdiction where, the Converting Corporation was organized are as follows:

<u>Date</u>	<u>Jurisdiction</u>
December 2, 1992	Delaware

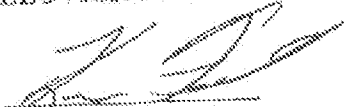
3. Name of Converted Limited Liability Company. The name of the Delaware limited liability company to which the Converting Corporation has been converted and the name set forth in the Certificate of Formation of the Company, filed in accordance with Section 18-214(b) of the Delaware Limited Liability Company Act, is "Yankelovich Partners LLC".

4. Approval of Conversion. The conversion of the Converting Corporation to the LLC has been approved in accordance with the provisions of Section 266 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the undersigned have duly executed this Certificate of Conversion as of December 21, 2009.

YANKELOVICH PARTNERS INC.

By:

  
Name: Kevin Farewell  
Title: Secretary

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RECORDED: 06/08/2010

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