

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
Yankelovich Partners Inc.		12/31/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Yankelovich Partners LLC		
Street Address:	400 Meadowmont Village Circle		
City:	Chapel Hill		
State/Country:	NORTH CAROLINA		
Postal Code:	27517		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	1665814	YANKELOVICH MONITOR	
Registration Number:	1664340	YANKELOVICH MONITOR	
Registration Number:	2603990	YANKELOVICH	
Registration Number:	2767711	YANKELOVICH MONITOR TRENDNOSTIC	
Registration Number:	2772058	YANKELOVICH	
Registration Number:	3077600	ADDRESSABLE ATTITUDES	
Registration Number:	3151806	CONCURRENCE MARKETING	
Registration Number:	3151807	INSIGHTS INTEGRATION	
Registration Number:	3166151	LISTS WITH ATTITUDE	
Registration Number:	3195912	YOUTH MONITOR	
CORRESPONDENCE DATA			
Fax Number:	(203)459-0201		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	203 459-0200		

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**TRADEMARK
 REEL: 004428 FRAME: 0714**

Email: info@patlawfirm.com
Correspondent Name: Lipsitz & McAllister, LLC
Address Line 1: 755 Main Street
Address Line 2: Building 8
Address Line 4: Monroe, CONNECTICUT 06468

ATTORNEY DOCKET NUMBER:	YAN-100
NAME OF SUBMITTER:	Douglas M. McAllister
Signature:	/Douglas M. McAllister/
Date:	12/09/2010
Total Attachments: 3 source=YAN name change#page1.tif source=YAN name change#page2.tif source=YAN name change#page3.tif	

Delaware

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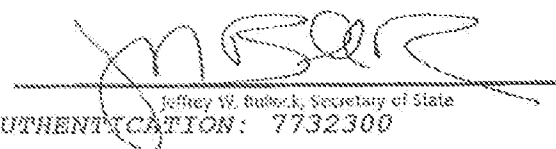
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "YANKELOVICH PARTNERS INC." TO A DELAWARE LIMITED LIABILITY COMPANY, FILED IN THIS OFFICE ON THE 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


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7732300

DATE: 12-31-09

TRADEMARK
REEL: 004428 FRAME: 0716

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

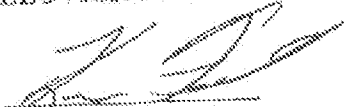
3. Name of Converted Limited Liability Company. The name of the Delaware limited liability company to which the Converting Corporation has been converted and the name set forth in the Certificate of Formation of the Company, filed in accordance with Section 18-214(b) of the Delaware Limited Liability 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: 12/09/2010

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