

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
TNS Custom Research Inc.		07/28/2011	CORPORATION:

RECEIVING PARTY DATA

Name:	WPP Properties
Composed Of:	COMPOSED OF (having as partner(s) Young & Rubicam, Inc., a Delaware corporation, and Y&R Properties Holding One LLC, a Delaware limited liability company)
Street Address:	100 Park Avenue
Internal Address:	4th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
Entity Type:	PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2149876	KANTAR
Registration Number:	3439183	ESIP: A SHARE OF INTAKE PANEL
Registration Number:	1757176	ABLE
Registration Number:	1678783	COBRA
Registration Number:	1505113	FOCUS SUITES
Registration Number:	1277351	NFO
Registration Number:	0951014	NATIONAL FAMILY OPINION
Registration Number:	0944257	NFO

CORRESPONDENCE DATA

Fax Number: (212)468-4888
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-468-4800

900198610

TRADEMARK
REEL: 004595 FRAME: 0843

CH \$215.00 2149876

Email: jkatz@dglaw.com
Correspondent Name: Jeffrey C. Katz
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Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	21964-0004-000-ASSGN-JH
NAME OF SUBMITTER:	Jeffrey C. Katz
Signature:	/Jeffrey C. Katz/
Date:	08/02/2011

Total Attachments: 2
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ASSIGNMENT

WHEREAS, TNS Custom Research Inc., a corporation legally organized under the laws of Pennsylvania (hereinafter "Assignor"), is the owner of the marks and the corresponding United States Patent and Trademark Office trademark registrations listed below (the "Marks"):

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
KANTAR	2149876	April 7, 1998
eSIP: A Share of Intake Panel	3439183	June 3, 2008
ABLE	1757176	March 9, 1993
COBRA	1678783	March 10, 1992
FOCUS SUITES	1505113	September 20, 1988
NFO	1277351	May 8, 1984
NATIONAL FAMILY OPINION	951014	January 16, 1973
NFO & design	944257	October 3, 1972


WHEREAS, WPP Properties, a Delaware partnership, with an address of 100 Park Avenue, 4th Floor, New York, New York 10017 (hereinafter "Assignee") is desirous of acquiring said Marks and said registrations thereof.


THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks, and the listed registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said Marks or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed effective as of July 28th, 2011.

TNS Custom Research Inc.

WPP Properties

By: 
[Signature]

By: 
[Signature]

Tom LOBENE
[Signatory's Name]

KEVIN FAREWELL
[Signatory's Name]

ASST - TREASURER
[Signatory's Title]

SECRETARY
[Signatory's Title]

Date of Execution - 7/28, 2011

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