

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/31/2012		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Yankelovich Partners LLC		12/31/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Yankelovich Holdings Inc.		
Street Address:	100 Park Avenue, 4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	3151806	CONCURRENCE MARKETING	
Registration Number:	4159315	GLOBAL MONITOR	
Registration Number:	3151807	INSIGHTS INTEGRATION	
Registration Number:	3166151	LISTS WITH ATTITUDE	
Registration Number:	3973218	LIVING WELL	
Registration Number:	2675492	MINDBASE	
Registration Number:	2678774	MONITOR MINDBASE	
Registration Number:	2603990	YANKELOVICH	
Registration Number:	1665814	YANKELOVICH MONITOR	
Registration Number:	1664340	YANKELOVICH MONITOR	
Registration Number:	2767711	YANKELOVICH MONITOR TRENDNOSTIC	
Registration Number:	2772058	YANKELOVICH	

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**CORRESPONDENCE DATA**

Fax Number: 2129746924

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 2124684800

Email: jkatz@dglaw.com

Correspondent Name: Jeffrey C. Katz

Address Line 1: Davis & Gilbert LLP, 1740 Broadway

Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	25215-0002-000 (ASG CJH)
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NAME OF SUBMITTER:	Jeffrey C. Katz
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Signature:	/Jeffrey C. Katz/
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Date:	01/11/2013
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**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 THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"YANKELOVICH PARTNERS LLC", A DELAWARE LIMITED LIABILITY COMPANY,

WITH AND INTO "YANKELOVICH HOLDINGS INC." UNDER THE NAME OF "YANKELOVICH PARTNERS INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-FIRST DAY OF DECEMBER, A.D. 2012, AT 9:39 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2012, AT 11:59 O'CLOCK P.M.

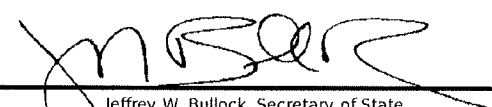
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.



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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: 0091043

DATE: 12-21-12

TRADEMARK  
REEL: 004941 FRAME: 0529

**CERTIFICATE OF MERGER**

**OF**

**YANKELOVICH PARTNERS LLC**  
**(a Delaware limited liability company)**

**WITH AND INTO**

**YANKELOVICH HOLDINGS INC.**  
**(a Delaware corporation)**

Pursuant to Section 264(c) of the General Corporation Law of the State of Delaware and Title 6, Section 18-209 of the Delaware Limited Liability Company Act, the undersigned corporation executed the following Certificate of Merger:

**FIRST:** The name of the surviving corporation is Yankelovich Holdings Inc., a Delaware corporation, and the name of the limited liability company being merged into this surviving corporation is Yankelovich Partners LLC, a Delaware limited liability company.

**SECOND:** The Agreement and Plan of Merger (the "Merger Agreement") has been approved, adopted, certified, executed and acknowledged by the surviving corporation and the merging limited liability company.

**THIRD:** Yankelovich Holdings Inc., as the surviving corporation, is changing its name to Yankelovich Partners Inc.

**FOURTH:** The merger is to become effective at 11:59 P.M. on December 31, 2012.

**FIFTH:** The Merger Agreement is on file at 100 Park Avenue, 4<sup>th</sup> Floor, New York, New York 10017, the place of business of the surviving corporation.

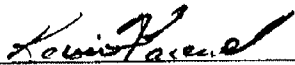
**SIXTH:** A copy of the Merger Agreement will be furnished by the corporation on request, without cost, to any stockholder of any constituent corporation or member of any constituent limited liability company.

**SEVENTH:** The Certificate of Incorporation of the surviving corporation, which shall as of the effective time and date of the merger be known as Yankelovich Partners Inc., shall be its Certificate of Incorporation.

*[Signature Page Follows]*

**IN WITNESS WHEREOF**, said surviving corporation has caused this certificate to be signed by an authorized officer, the 19<sup>th</sup> day of December, 2012.

**YANKELOVICH HOLDINGS INC.**

By:   
Name: Kevin Farewell  
Title: Secretary