

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
Competitive Media Reporting, LLC		04/09/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	WPP Properties		
Street Address:	100 Park Avenue		
Internal Address:	4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	PARTNERSHIP: DELAWARE		
Composed Of:	<ul style="list-style-type: none"> • Young & Rubicam, Inc, DELAWARE, CORPORATION • Y&R Properties Holding One LLC, DELAWARE, LIMITED LIABILITY COMPANY 		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3377647	ADGOOROO	
CORRESPONDENCE DATA			
Fax Number:	2124684888		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-468-4800		
Email:	bsinger@dglaw.com, jharris@dglaw.com, tsuhay@dglaw.com		
Correspondent Name:	Brooke Erdos Singer, Davis & Gilbert LLP		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	23770-0002-009-ASSN-JH		
NAME OF SUBMITTER:	Brooke Erdos Singer		

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Signature:	/Brooke Erdos Singer/
Date:	04/15/2013
Total Attachments: 1 source=ADGOOROO ASSIGNMENT 0818_001#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Competitive Media Reporting, LLC, a Delaware limited liability company, with an address of 11 Madison Avenue, 12th Floor, New York, NY 10010 (hereinafter "Assignor"), is the owner of the U.S. trademark registration listed (the "Mark"), and the corresponding U.S. Patent and Trademark Registration thereof:

Mark

ADGOOROO

Reg. No.

3377647

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 Mark and said registration thereof, and the goodwill of the business in connection therewith.

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 Mark, together with the goodwill of the business symbolized by the Mark, and the registration and application therefor, 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 the Assignee's own name.

IN WITNESS WHEREOF, this assignment has been executed to be effective as of the 7th day of APRIL, 2013.

ASSIGNOR
COMPETITIVE MEDIA REPORTING, LLC

By: [Signature]
Print Name: AMY SILVERSTEIN
Title: CFO

ASSIGNEE
WPP PROPERTIES

By: [Signature]
Print Name: KEVIN FAREWELL
Title: SECRETARY