

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.		07/31/2013	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	WPP Properties		
Street Address:	100 Park Avenue		
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: 4			
Property Type	Number	Word Mark	
Registration Number:	1255520	TRU	
Registration Number:	1868524	TEENAGE RESEARCH UNLIMITED	
Registration Number:	2723818	TRU VIEW	
Registration Number:	2928932	TRENDWATCH	
CORRESPONDENCE DATA			
Fax Number:	2129746924		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
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:	23285-0008-000 (ASG CJH)		

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REEL: 005132 FRAME: 0060

NAME OF SUBMITTER:	Jeffrey C. Katz
Signature:	/Jeffrey C. Katz/
Date:	10/16/2013
Total Attachments: 1 source=ASG TNS CRI to WPP 2378_001#page1.tif	

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>Registration No.</u>
TRU	1255520
TEENAGE RESEARCH UNLIMITED	1868524
TRU VIEW	2723818
TRENDWATCH	2928932

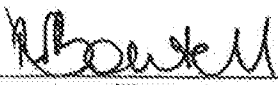
WHEREAS, WPP Properties, a Delaware partnership (having as partners Young & Rubicam, Inc., a Delaware corporation, and Y&R Properties Holding One LLC, a Delaware limited liability company), with an address of 100 Park Avenue, New York, New York 10017 (hereinafter "Assignee") is desirous of acquiring said Marks and said registrations thereof.

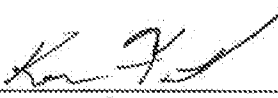
THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks, and the listed registrations thereof, and 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 31, 2013.

TNS Custom Research Inc.

WPP Properties

By: 
[Signature]
ROBERT BOWTEN
[Signatory's Printed Name]
DIRECTOR

By: 
[Signature]
KEVIN FAREWELL
[Signatory's Printed Name]
SECRETARY