

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
GfK Mediamark Research & Intelligence, LLC		01/01/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	GfK US, LLC		
Street Address:	200 Liberty St., 4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10281		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2755319	MEMRI	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212 240 5300		
Email:	david.lee@gfk.com		
Correspondent Name:	GfK		
Address Line 1:	200 Liberty St., 4th Floor		
Address Line 4:	New York, NEW YORK 10281		
NAME OF SUBMITTER:	David D. Lee, Associate General Counsel		
Signature:	/David D. Lee/		
Date:	02/24/2014		
Total Attachments: 0			

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