

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM315787

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: 2			
Property Type	Number	Word Mark	
Registration Number:	2828397	CUMEPLUS	
Registration Number:	3393363	MEDIADAY	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2122405310		
Email:	david.lee@gfk.com		
Correspondent Name:	David D. Lee		
Address Line 1:	200 Liberty St., 4th Floor		
Address Line 2:	GfK		
Address Line 4:	New York, NEW YORK 10281		
NAME OF SUBMITTER:	David D. Lee		
SIGNATURE:	/David D. Lee/		
DATE SIGNED:	09/02/2014		
Total Attachments: 0			

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