

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320362

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The NPD Group, Inc.		10/16/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	DisplaySearch LLC		
Street Address:	1301 S. Capital of Texas Highway, Suite B125		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78746		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3201297	NBUZZ	
Registration Number:	3210847	MARKETBUZZ	
Serial Number:	86388275	SOLARBUZZ	
Serial Number:	86389785	SOLARBUZZ	
Serial Number:	86424197		
CORRESPONDENCE DATA			
Fax Number:	2125086101		
<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:	212.508.6100		
Email:	docketing@bgllp.com		
Correspondent Name:	Mark Mutterperl		
Address Line 1:	1251 Avenue of the Americas, 49th Floor		
Address Line 4:	New York, NEW YORK 10020-1100		
NAME OF SUBMITTER:	Mark Mutterperl		
SIGNATURE:	/Mark Mutterperl/		
DATE SIGNED:	10/16/2014		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, The NPD Group, Inc., ("Assignor"), a corporation of New York with its principal place of business at 900 West Shore Road Port Washington, New York 11050, has common law rights in the Marks that are the subject of this assignment and as shown in the attached Exhibit and;

WHEREAS Assignor is the owner of the trademark registrations set forth in Exhibit A and incorporated herein by reference;

WHEREAS, Assignor is the owner of the pending use trademark/service mark applications set forth in Exhibit B and incorporated herein by reference;

WHEREAS, DisplaySearch LLC ("Assignee"), a Delaware limited liability company with its principal place of business at 1301 S. Capital of Texas Highway, Suite B125, Austin Texas 78746, is desirous of acquiring said common law rights, registrations, applications and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks set forth in Exhibits A and B (the "Marks") together with the goodwill appurtenant thereto.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all right, title, and interest in and to the Mark to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

The NPD Group, Inc.

By Chris Christopher
Name: Chris Christopherou
Title: EVP/CC
Date: 10/16/14

DisplaySearch LLC

By Chris Christopher
Name: Chris Christopherou
Title: Secretary
Date: 10/16/14




EXHIBIT A

US TRADEMARK REGISTRATIONS

Trademark	Class/Goods & Services	Registration No.	Registration Date
MARKETBUZZ	Class 9: Electronic publications, namely, reports containing information related to the field of solar energy recorded on computer media. Class 16: printed publications, namely printed reports containing information related to the field of solar energy.	3,210,847	February 20, 2007
NBUZZ	Class 41: Providing newsletters in the field of solar energy via e-mail.	3,201,297	January 23, 2007

EXHIBIT B

US TRADEMARK APPLICATIONS

Trademark	Class/Goods & Services	Application No.	Application Date
SOLARBUZZ 	Class 35: Research and consulting services in the field of solar energy; online services, namely, providing an online portal providing information pertaining to all aspects of solar energy.	86/388,275	September 8, 2014
SOLARBUZZ 	Class 42: Providing online information in the field of solar energy research and development	86/389,785	September 9, 2014
SOLARBUZZ 	Class 35: Business consulting services for solar energy enterprises; providing business and consumer information via an on-line computer database in the field of locating solar energy products and services, describing solar energy products and services, rating solar energy products and services, pricing solar energy products and services and comparing prices of solar energy products and services	86/424,197	October 15, 2014