

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM324345

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CZT/ACN Trademarks, L.L.C.		11/18/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	The Nielsen Company (US), LLC		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	0540915	NIELSEN	
Registration Number:	3994152	NIELSEN	
Registration Number:	4112077	NIELSEN CLEAR DECISIONS	
Registration Number:	4538931	NIELSEN CROSS-PLATFORM CAMPAIGN RATINGS	
Registration Number:	3994151	NIELSEN	
Registration Number:	3998364	NIELSEN	
Serial Number:	85779542	NIELSEN N-SCORE	
Registration Number:	4533906	NIELSEN ONLINE CAMPAIGN RATINGS	
Registration Number:	3276288	NIELSEN SPORTS	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<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:	212 813 5900		
Email:	assignments@fzlj.com		
Correspondent Name:	TAMAR NIV BESSINGER		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		

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ATTORNEY DOCKET NUMBER:	NSEC 1409353
NAME OF SUBMITTER:	Tamar Niv Bessinger
SIGNATURE:	/anca nicolescu/
DATE SIGNED:	11/25/2014
Total Attachments: 2 source=Executed assignment - CZT-ACN Trademarks, L.L.C. (F1583909x96B9E)#page1.tif source=Executed assignment - CZT-ACN Trademarks, L.L.C. (F1583909x96B9E)#page2.tif	

ASSIGNMENT

WHEREAS, **CZT/ACN Trademarks, L.L.C.**, a limited liability company organized and existing under the laws of Delaware, located at 150 N. Martingale Road, Schaumburg, Illinois 60173 ("**Assignor**"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "**Trademarks**");

and WHEREAS, The Nielsen Company (US), LLC, a limited liability company organized and existing under the laws of Delaware, located at 85 Broad Street, New York, NY 10004 ("**Assignee**"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

CZT/ACN Trademarks, L.L.C.

By:  _____

Name: Wang Su

Title: Vice President

Date of Signature: 11/18/2014

SCHEDULE

TRADEMARK	APP. NO.	REG. NO.
NIELSEN	71/563,626	540915
NIELSEN	77/094,981	3994152
NIELSEN CLEAR DECISIONS	77/449,760	4112077
NIELSEN CROSS-PLATFORM CAMPAIGN RATINGS	85/796,575	4538931
nielsen Logo (Black/White)	77/094,963	3994151
nielsen Logo (Color)	77/094,959	3998364
NIELSEN N-SCORE	85/779,542	
NIELSEN ONLINE CAMPAIGN RATINGS	85/317,052	4533906
NIELSEN SPORTS	78/456,473	3276288

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