

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332617

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Harris Interactive Inc.		03/28/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Nielsen Consumer Insights, Inc.		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	2385572	ADVANCED STRATEGY LAB	
Registration Number:	2383397	ASL	
Registration Number:	1606674	EQUITREND	
Registration Number:	2551588	HARRIS INTERACTIVE	
Registration Number:	3975718	HARRIS VAULT	
Registration Number:	3575651	HI-BRID INSIGHTS	
Registration Number:	2711660	HPOL	
Registration Number:	3234066	PREFERENCEPOINT	
Registration Number:	3190600	QUICKQUERY	
Registration Number:	3270411	QUICKSCREENER	
Registration Number:	2941373	REPUTATION QUOTIENT	
Registration Number:	3064805	RQ	
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.		
TRADEMARK			

CH \$315.00 2385572

Address Line 2: 866 UNITED NATIONS PLAZA
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER: NSEC 1409353

NAME OF SUBMITTER: Tamar Niv Bessinger

SIGNATURE: /anca nicolescu/

DATE SIGNED: 02/19/2015

Total Attachments: 0

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