

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335029

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nielsen Consumer Insights, Inc.		03/10/2015	CORPORATION: 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: 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@fzlz.com		
Correspondent Name:	TAMAR NIV BESSINGER		

CH \$315.00 2385572

Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.
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: 03/13/2015

Total Attachments: 2

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source=Executed assignment to The Nielsen Company (F1649765x96B9E)#page2.tif

ASSIGNMENT

WHEREAS, **Nielsen Consumer Insights, Inc.**, a corporation organized and existing under the laws of the state of Delaware, located at 85 Broad Street, New York, NY 10004 ("**Assignor**"), is the owner of the following trademarks (listed in the attached schedule) registered in the U.S. Patent and Trademark Office (hereinafter, the "**Trademarks**");

and WHEREAS, **The Nielsen Company (US), LLC**, a limited liability company organized and existing under the laws of the state 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 registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Nielsen Consumer Insights, Inc.

By: _____

Name: WANG SU

Title: VP

Date of Signature: 3/10/2015

SCHEDULE

TRADEMARKS	REGISTRATIONS
ADVANCED STRATEGY LAB	2385572
ASL	2383397
EQUITREND	1606674
HARRIS INTERACTIVE	2551588
HARRIS VAULT	3975718
HI-BRID INSIGHTS	3575651
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