

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM338414

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Leisure Trends, LLC	FORMERLY LTG Acquisition Sub LLC	04/14/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	The NPD Group, Inc.		
Street Address:	900 West Shore Road		
City:	Port Washington		
State/Country:	NEW YORK		
Postal Code:	11050		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1743706	LEISURE TRENDS GROUP LT	
Registration Number:	1696925	LEISURETRAK	
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 N. Mutterperl		
Address Line 1:	1251 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10020		
ATTORNEY DOCKET NUMBER:	061070.000001		
NAME OF SUBMITTER:	Mark Mutterperl		
SIGNATURE:	/Mark Mutterperl/		
DATE SIGNED:	04/16/2015		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Agreement") is made as of April 14, 2015, by and between Leisure Trends, LLC (formerly known as LTG Acquisition Sub LLC), a Delaware limited liability company, with its principal place of business at 900 West Shore Road, Port Washington, New York 11050 and The NPD Group, Inc., a New York corporation with its principal place of business at 900 West Shore Road, Port Washington, New York 11050.

WHEREAS, LTG Acquisition Sub LLC acquired all right, title and interest in, to and under the trademarks set forth on Schedule A attached hereto (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks, from Leisure Trends Group LLC, under a Trademark Assignment Agreement made as of October 31, 2013;

WHEREAS, LTG Acquisition Sub LLC changed its name to Leisure Trends, LLC on November 4, 2013;

WHEREAS, the assets of Leisure Trends, LLC ("Assignor") are being assigned to The NPD Group, Inc. ("Assignee") as part of an internal corporate reorganization (the "Corporate Reorganization"); and

WHEREAS, pursuant to the Corporate Reorganization, Assignor desires to convey, assign, transfer and deliver to Assignee, and Assignee desires to acquire from Assignor, all of Assignor's right, title and interest in, to and under the Trademarks, together with the goodwill of the business connected with and symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignment. Assignor hereby conveys, assigns, transfers and delivers to Assignee, its successors and assigns, all of Assignor's right, title and interest in, to and under the Trademarks in the United States and throughout the world, together with the goodwill of the business connected with and symbolized by the Trademarks, including, without limitation, all registrations and applications therefor, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside of the United States based in whole or in part upon the Trademarks, the right to sue for past, present and future infringement of the Trademarks and to collect and retain all damages and profits related to the foregoing, and any priority right that may arise from any such Trademarks.

2. Recording. This Agreement has been executed and delivered by Assignor to Assignee for the purpose of recording this Agreement with the United States Patent and

Trademark Office (the "PTO") or other governing authority, and the parties hereby authorize the PTO or other such governing authority to record this Agreement.

3. Appointment. Assignor hereby appoints Assignee as its attorney-in-fact, with full authority in the place and stead of Assignor and in the name of Assignor, to take any action and to create any instrument that may be necessary or desirable to register, effectuate, validate, record, maintain, perfect, enforce or defend this Agreement and Assignee's rights in the Trademarks.

4. Successors. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, legal representatives, successors and assigns.

5. Governing Law. The laws of the State of New York, without reference to conflict of laws principles, shall govern the validity, construction and interpretation of this Agreement including any disputes arising under this Agreement or relating to the transactions contemplated by this Agreement.

IN WITNESS WHEREOF, each party hereby causes this Agreement to be duly executed as of the first day and year above written.

ASSIGNOR:

Leisure Trends, LLC

By Chris Christoph
Name: Chris Christophorou
Title: Secretary
Date: April 14, 2015

ASSIGNEE:

The NPD Group, Inc.

By Frederick J. Anton
Name: Frederick J. Anton
Title: Vice President - Associate General Counsel
Date: April 14, 2015

EXHIBIT A

TRADEMARKS

Trademark	Jurisdiction	Goods & Services	Registration No.	Registration Date
LEISURE TRENDS GROUP LT & Design	United States of America	For conducting public opinion poll surveys relating to consumer activities and attitudes toward leisure activities in Int. Class 42	1,743,706	12/29/1992
LEISURETRAK	United States of America	Printed reports on the Leisure Activity Market in Int. Class 16	1,696,925	6/23/1992

Unregistered Trademarks

RetailTRAK

Most Active Americans Panel (MAAP)