

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM343411

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Louis Harris and Associates, Inc.		06/02/2015	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Nielsen Company (US), LLC		
<b>Street Address:</b>	85 Broad Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10004		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1810713	THE HARRIS POLL	
<b>Registration Number:</b>	1809514	THE HARRIS POLL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	212.813.5900		
<b>Email:</b>	assignments@fzlj.com		
<b>Correspondent Name:</b>	Tamar Niv Bessinger		
<b>Address Line 1:</b>	Fross Zelnick Lehrman & Zissu, P.C.		
<b>Address Line 2:</b>	866 United Nations Plaza		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	NSEC 1409353		
<b>NAME OF SUBMITTER:</b>	Tamar Niv Bessinger		
<b>SIGNATURE:</b>	/joseph gerber/		
<b>DATE SIGNED:</b>	06/03/2015		
<b>Total Attachments: 1</b>			
source=Signed Assignment of THE HARRIS POLL marks (F1704057x96B9E)#page1.tif			

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**ASSIGNMENT**

**WHEREAS, Louis Harris and Associates, Inc.**, a corporation organized and existing under the laws of the state of New York, located at 60 Corporate Woods, Rochester, NY 14623 ("Assignor"), is the owner of the following trademarks registered in the U.S. Patent and Trademark Office (hereinafter, the "Trademarks");

TRADEMARK	REGISTRATION NO.
THE HARRIS POLL	1810713
THE HARRIS POLL	1809514

**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.

**Louis Harris and Associates, Inc.**

By: \_\_\_\_\_

Name: WANG SU

Title: VP

Date of Signature: 6/2/2015

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