

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM348589

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GfK Mediamark Research & Intelligence LLC		01/01/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GfK US, LLC		
<b>Street Address:</b>	200 Liberty Street, 4th Floor		
<b>Internal Address:</b>	GfK		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10281		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1907176	BRANDTAB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	212 240 5310		
<b>Email:</b>	david.lee@gfk.com		
<b>Correspondent Name:</b>	David D. Lee		
<b>Address Line 1:</b>	200 Liberty Street, 4th Floor		
<b>Address Line 2:</b>	GfK		
<b>Address Line 4:</b>	New York, NEW YORK 10281		
<b>ATTORNEY DOCKET NUMBER:</b>	BRANDTAB ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	David D. Lee		
<b>SIGNATURE:</b>	/David D. Lee/		
<b>DATE SIGNED:</b>	07/20/2015		
<b>Total Attachments: 0</b>			

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