

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356323

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER AND CHANGE OF NAME
EFFECTIVE DATE:	01/01/2014

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Doane Marketing Research Inc.		12/16/2013	CORPORATION: MISSOURI

NEWLY MERGED ENTITY DATA

Name	Execution Date	Entity Type
GfK Mediamark Research & Intelligence, LLC	12/16/2013	LIMITED LIABILITY COMPANY: DELAWARE

MERGED ENTITY'S NEW NAME (RECEIVING PARTY)

Name:	GfK US, LLC
Street Address:	200 Liberty Street, 4th floor
Internal Address:	GfK
City:	New York
State/Country:	NEW YORK
Postal Code:	10281
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3001585	EZTRAK
Registration Number:	3001584	AGROTRAK

CORRESPONDENCE DATA**Fax Number:**

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.

Phone: 212 240 5310
Email: david.lee@gfk.com
Correspondent Name: David D. Lee
Address Line 1: 200 Liberty Street, 4th floor
Address Line 2: GfK
Address Line 4: New York, NEW YORK 10281

OP \$65.00 3001585

NAME OF SUBMITTER:	David D. Lee
SIGNATURE:	/David D. Lee/
DATE SIGNED:	09/25/2015
Total Attachments: 4 source=DE Certificate of Fact for Doane Merger into MRI#page1.tif source=GfK US LLC Name Change 01 01 2014#page1.tif source=GfK US LLC Name Change 01 01 2014#page2.tif source=GfK US LLC Name Change 01 01 2014#page3.tif	

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE CERTIFICATE OF MERGER, WHICH MERGES:

"DOANE MARKETING RESEARCH, INC.", A MISSOURI CORPORATION, WITH AND INTO "GFK MEDIAMARK RESEARCH & INTELLIGENCE, LLC" UNDER THE NAME OF "GFK MEDIAMARK RESEARCH & INTELLIGENCE, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, WAS RECEIVED AND FILED IN THIS OFFICE THE SIXTEENTH DAY OF DECEMBER, A.D. 2013, AT 4:10 O'CLOCK P.M.

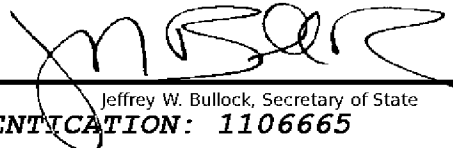
AND I DO HEREBY FURTHER CERTIFY THAT THE AFORESAID LIMITED LIABILITY COMPANY SHALL BE GOVERNED BY THE LAWS OF THE STATE OF DELAWARE.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE FIRST DAY OF JANUARY, A.D. 2014.

2273915 8330

140126523




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1106665

DATE: 02-03-14

You may verify this certificate online
at corp.delaware.gov/authver.shtml

TRADEMARK
REEL: 005630 FRAME: 0710



State of Delaware

SECRETARY OF STATE
DIVISION OF CORPORATIONS
P.O. BOX 898
DOVER, DELAWARE 19903

131438045

9007767
GFK CUSTOM RESEARCH
200 LIBERTY ST
4TH FLOOR
NEW YORK
ATTN: ELEONORE MUELLER

NY 10281

01-28-2014

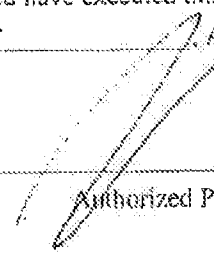
DESCRIPTION	AMOUNT
GFK US, LLC 2273915 0240 Amendment; Domestic	
Amendment Fee	180.00
Court Municipality Fee, Wilm.	20.00
FILING TOTAL	200.00
TOTAL PAYMENTS	200.00
SERVICE REQUEST BALANCE	.00

STATE OF DELAWARE
CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: GfK Mediamark Research & Intelligence, LLC
2. The Certificate of Formation of the limited liability company is hereby amended as follows:

FIRST: The name of the limited liability company is GfK US, LLC effective as of January 1, 2014.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 16th day of December, A.D. 2013.

By: 
Authorized Person(s)

Name: Susan Helfrick
Print or Type