

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM359413

<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>
The Nielsen Company (US), LLC		10/20/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Nielsen National Research Group, Inc.		
<b>Street Address:</b>	6255 Sunset Boulevard, 19th Floor		
<b>City:</b>	Hollywood		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90028		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2297418	MOVIEVIEW	
<b>Registration Number:</b>	2264364	NRG	
<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>	/anca nicolescu/		
<b>DATE SIGNED:</b>	10/21/2015		
<b>Total Attachments: 2</b>			
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source=Executed assignment to National Research (F1798126x96B9E)#page2.tif			

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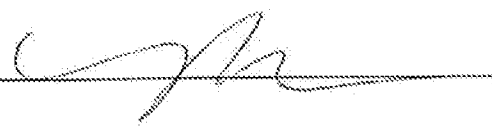
ASSIGNMENT

WHEREAS, The Nielsen Company (US), LLC, a limited liability company organized and existing under the laws of Delaware, located at 85 Broad Street, New York, NY 10004 ("Assignor"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, Nielsen National Research Group, Inc., a corporation organized and existing under the laws of California, located at 6255 Sunset Boulevard, 19<sup>th</sup> Floor, Hollywood, California 90028 ("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 applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

**The Nielsen Company (US), LLC**

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

Name: Wang Su

Title: Vice President

Date of Signature: Oct. 20, 2015

**SCHEDULE**

**TRADEMARK**

**REGISTRATION NO.**

MOVIEVIEW

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