

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM360258

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/08/2014		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Affinova, Inc.		10/20/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Nielsen Company (US), LLC		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3006135	AFFINNOVA	
Registration Number:	2738066	AFFINNOVA	
Registration Number:	3730143	IDDEA	
Registration Number:	4124009	POWER SCREENER	
Registration Number:	3931564	POWER SCREENER	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	212 813 5900		
Email:	assignments@fzlj.com		
Correspondent Name:	TAMAR NIV BESSINGER		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	NSEC 1507887		
NAME OF SUBMITTER:	Tamar Niv Bessinger		
SIGNATURE:	/anca nicolescu/		
DATE SIGNED:	10/28/2015		

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Total Attachments: 2

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CONFIRMATORY ASSIGNMENT

WHEREAS, **Affinova, Inc.**, a Delaware corporation, with an address of 265 Winter Street, Waltham, Massachusetts 02451 ("Assignor"), was the owner of the trademarks listed in the attached schedule registered in the U.S. Patent and Trademark Office (hereinafter, the "Trademarks");

WHEREAS, **The Nielsen Company (US), LLC**, a Delaware limited liability company, located and doing business at 85 Broad Street, New York, New York 10004 ("Assignee"), acquired said Trademarks and all associated goodwill in the Trademarks, effective **as of October 8, 2014**;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective **as of October 8, 2014**, of all right, title and interest in and to the Trademarks and the above-named applications and/or registrations therefor, together with the goodwill of the business symbolized by the Trademarks, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Dated: October 20, 2015

Affinova, Inc.

By: 

Name: WANG SU

Title: Vice President

SCHEDULE

TRADEMARK	REGISTRATION NO.
AFFINOVA	3,006,135
AFFINNOVA	2,738,066
IDDEA	3,730,143
POWER SCREENER	4,124,009
POWER SCREENER	3,931,564