

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM363079

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A., as Administrative Agent		11/18/2015	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Louis Harris & Associates, Inc.		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1809514	THE HARRIS POLL	
Registration Number:	1810713	THE HARRIS POLL	
CORRESPONDENCE DATA			
Fax Number:	2124552502		
<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) 455-3605		
Email:	ksolomon@stblaw.com		
Correspondent Name:	Genevieve Dorment, Esq.		
Address Line 1:	Simpson Thacher & Bartlett LLP		
Address Line 2:	425 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	096412/0001		
NAME OF SUBMITTER:	Genevieve Dorment		
SIGNATURE:	/gd/		
DATE SIGNED:	11/19/2015		
Total Attachments: 3			
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

WHEREAS, JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT (“Administrative Agent”) has been granted by LOUIS HARRIS & ASSOCIATES, INC. (“Debtor”) a security interest in and to Debtor’s Pledged Trademarks (as that term is defined in the Trademark Security Agreement, as defined below) including, without limitation, the Pledged Trademarks listed on Schedule A annexed hereto and the applications and registrations associated therewith, notice of which was recorded with the United States Patent and Trademark Office (“USPTO”) at Reel 004245 and Frame 0007 on July 1, 2010 (the “Trademark Security Agreement”); and

WHEREAS, Administrative Agent wishes to release the security interest filed with respect to the Trademarks;

NOW, THEREFORE, Administrative Agent does hereby release any and all of its interests in the Trademarks, including, without limitation, each Pledged Trademark listed on Schedule A annexed hereto, and its security interest in same is hereby terminated and void in its entirety.

IN WITNESS WHEREOF, Administrative Agent has caused this Release of Security Interest in Trademarks to be duly executed by its duly authorized officer as of the 18 day of November, 2015.

JPMORGAN CHASE BANK, N.A.,
AS ADMINISTRATIVE AGENT

By: Benedict A. Smith

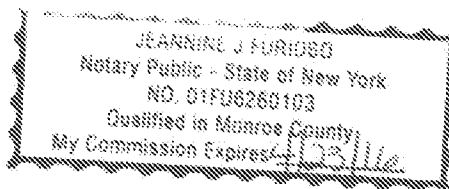
Name: Benedict A. Smith

Title: Authorized Officer

STATE OF New York)
) ss.:
COUNTY OF Monroe)

On the 18 day of November, 2015 before me, the undersigned, personally appeared Benedict A. Smith personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Jeannine J. Furioso
(official signature and seal of notary)



SCHEDULE A

U.S. TRADEMARKS

Title	Reg. No./App. No.
THE HARRIS POLL	1809514
THE HARRIS POLL	1810713