

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM365748

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EXPERIAN MARKETING SOLUTIONS, INC.		12/11/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SIMMONS RESEARCH LLC		
Street Address:	10TH FLOOR OF 29 BROADWAY		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10006		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2045959	CHOICES	
Registration Number:	4108297	SIMMONS	
Registration Number:	3388788	THE VOICE OF THE AMERICAN CONSUMER	
CORRESPONDENCE DATA			
Fax Number:	6508385109		
<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:	650-838-3743		
Email:	JLIK@SHEARMAN.COM		
Correspondent Name:	MARK LANGER		
Address Line 1:	1460 EL CAMINO REAL, 2ND FLOOR		
Address Line 2:	SHEARMAN & STERLING LLP		
Address Line 4:	MENLO PARK, CALIFORNIA 94025		
ATTORNEY DOCKET NUMBER:	36510/80		
NAME OF SUBMITTER:	MARK LANGER		
SIGNATURE:	/MARK LANGER/		
DATE SIGNED:	12/14/2015		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”), dated as of December 11, 2015, is made by Experian Marketing Solutions, Inc., a Delaware corporation (“**Assignor**”).

WHEREAS, Assignor owns its entire right, title and interest, whether statutory or common law rights, in and to (among other Intellectual Property) the trademarks and registrations used in or necessary for the Business, including, without limitation, the trademarks and registrations listed on Schedule A (the “**Assigned Trademarks**”);

WHEREAS, Assignor is the registrant of record for all domain names listed next to name in Schedule A, respectively (the “**Assigned Domain Names**”);

WHEREAS, the Assignor and Simmons Research LLC (“**Assignee**”), are parties to an Asset Sale Agreement for the Simmons Business, dated as of November 17, 2015 (the “**Asset Sale Agreement**”); and

WHEREAS, in connection with the Asset Sale Agreement, Assignee desires to acquire, and Assignor desires to assign, Assignor’s entire worldwide right, title and interest in and to the Assigned Trademarks and the Assigned Domain Names (together the “**Assigned Properties**”), and Assignor is willing to assign the Assigned Properties to Assignee.

NOW, THEREFORE, for and in consideration as set forth in the Asset Sale Agreement, and other good and valuable consideration, the receipt of which is hereby acknowledged:

1. Assignor does hereby sell, assign and transfer to Assignee, its entire worldwide right, title and interest, whether statutory or common law rights, in and to the Assigned Properties and any registrations thereof, together with the goodwill connected with and symbolized by the Assigned Properties, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which the Assigned Properties are granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, as assignee of its entire right, title and interest therein and in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.
2. Assignor agrees to execute any additional documents (including, without limitation, express assignments of any trademark or domain name intended to be included in the Assigned Properties but not specifically listed in Schedule A) and to take such other actions as may be necessary to transfer to Assignee its entire right, title and interest in and to the Assigned Properties.
3. The parties hereto authorize and request that the respective Trademark Offices of the relevant jurisdictions record and recognize Assignee as the assignee and owner of the Assigned Trademarks.

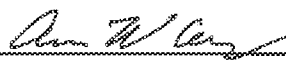
4. The parties hereto authorize and request the appropriate registrar(s) of the Assigned Domain Names to record the transfer of registration of the Assigned Domain Names to Assignee. Assignor specifically agrees to initiate, when necessary, any online domain name transfer process to effect the foregoing, and to timely respond to all requests for confirmation of the same.
5. This Assignment shall be governed by and construed in accordance with the laws of the United States of America, with respect to applicable federal law, and the State of Delaware with respect to applicable state law, without regard to the conflicts of law principles thereof.
6. All capitalized terms not otherwise defined in this Assignment, as used in this Assignment, will have the respective meanings set forth in the Asset Sale Agreement.

- Signatures appear on the following page –

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed in duplicate originals by its duly authorized representative as of the day and year first above written.

"Assignor"

EXPERIAN MARKETING SOLUTIONS, INC.

By: 
Name: ANDREW W. CASBY
Title: SVP CORPORATE DEVELOPMENT

[Signature Page to Trademark Assignment]

SCHEDULE A

ASSIGNED TRADEMARKS

Owner	Trademark	Country	App No.	Reg. No.	Reg. Date	Status
Experian Marketing Solutions, Inc.	CHOICES	United States	75090471	2045959	3/18/1997	Registered
Experian Marketing Solutions, Inc.	SIMMONS	United States	85360813	4108297	3/6/2012	Registered
Experian Marketing solutions, Inc.	THE VOICE OF THE AMERICAN CONSUMER	United States	78424686	3388788	2/26/2008	Registered

Unregistered Trademarks:

Simmons DataStream
Simmons Multimedia Engagement Study
Simmons New Media
NCSi (national consumer study integration)
Simmons Kids Study
Simmons Teens Study
Future of Information Summit
Simmons OneView
Simmons Connect
SimmonsLOCAL

ASSIGNED DOMAIN NAMES

Domain Name	Registrant	Registrar	Expiration Date
behaviorgraphics.net	Experian Information Solutions, Inc.	Network Solutions, LLC	2/14/2017
behaviorgraphics.xxx	Experian Ltd (UK)	CSS Corporate Domains, Inc.	12/06/2015
behaviourgraphics.xxx	Experian Ltd (UK)	CSS Corporate Domains, Inc.	12/06/2015
experiansimmons.com	Experian Information Solutions, Inc.	Network Solutions, LLC	10/29/2016
miopinioncuenta.net	Experian Information Solutions, Inc.	Network Solutions, LLC	10/14/2017
obsf.com	John Petallides	DomainFalcon LLC	9/22/2016
simmonsconectados.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/30/2017
simmonsconnect.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/30/2017
simmonslenia.com	Experian Information Solutions, Inc.	Network Solutions, LLC	8/03/2016
simmonslinea.com	Alva Bullard, Experian	GoDaddy.Com, LLC	11/10/2017
simmonshispaniconline.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/17/2017
simmonshispanicsource.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/17/2017

Domain Name	Registrant	Registrar	Expiration Date
simmonslocal.com	Experian Information Solutions, Inc.	Network Solutions, LLC	4/18/2019
simmonslocal.net	Experian Information Solutions, Inc.	Network Solutions, LLC	4/18/2019
simmonsmarketresearch.com	Experian Information Solutions, Inc.	Network Solutions, LLC	7/10/2016
simmonsncs.com	Experian Information Solutions, Inc.	Network Solutions, LLC	8/14/2016
simmonsonline.com	Experian Information Solutions, Inc.	Network Solutions, LLC	5/13/2017
simmonsonlinesource.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/19/2017
simmonspanel.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/19/2017
simmonspanel.net	Experian Information Solutions, Inc.	Network Solutions, LLC	9/19/2017
simmonsresearch.com	Experian Information Solutions, Inc.	Network Solutions, LLC	7/10/2016
simmonsresearch.xxx	Experian Ltd (UK)	CSC Corporate Domains, Inc.	12/06/2015
simmonsresearchstudy.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/19/2017
simmonsinglesource.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/19/2017
simmonssurvey.com	Experian Information Solutions, Inc.	Network Solutions, LLC	5/02/2016
simmonssurvey.xxx	Experian Ltd (UK)	CSC Corporate Domains, Inc.	12/06/2015
simmonsurvey.com	Experian Information Solutions, Inc.	Network Solutions, LLC	5/02/2016
simmonszoom.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/19/2017
simonsconnectados.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/30/2017
simonsconnect.com	Experian Information Solutions, Inc.	Network Solutions, LLC	9/30/2017
simonsenlenia.com	Experian Information Solutions, Inc.	Network Solutions, LLC	8/03/2016
simonsenlinea.com	Alva Bullard, Experian	GoDaddy.Com, LLC	11/10/2017
simonsonline.com	(Privacy Protected)	Alpine Domains Inc.	10/28/2015
simonsurvey.com	Paul Cook	GoDaddy.Com, LLC	5/18/2016
smrb.com	Experian Information Solutions, Inc.	Network Solutions, LLC	10/05/2016
smrb.net	Experian Information Solutions, Inc.	Network Solutions, LLC	12/23/2015
smrb.xxx	Experian Ltd (UK)	CSC Corporate Domains, Inc.	12/06/2015