

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM391984

<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 Shopper Intelligence Agency		05/05/2016	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Shopper Measures Int'l Pty Ltd.		
<b>Street Address:</b>	66 Goulburn Street Level 29		
<b>City:</b>	Sydney		
<b>State/Country:</b>	UNITED STATES		
<b>Postal Code:</b>	NSW 2000		
<b>Entity Type:</b>	Corporation: AUSTRALIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86427487	SHOPPER INTELLIGENCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9149415668		
<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>	9149415668		
<b>Email:</b>	trademark@collenip.com		
<b>Correspondent Name:</b>	COLLEN IP Intellectual Property Law, PC		
<b>Address Line 1:</b>	80 South Highland Avenue		
<b>Address Line 4:</b>	Ossining, NEW YORK 10562		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Jess M. Collen		
<b>Address Line 1:</b>	80 South Highland Avenue		
<b>Address Line 4:</b>	Ossining, NEW YORK 10562		
<b>NAME OF SUBMITTER:</b>	Jane F. Collen		
<b>SIGNATURE:</b>	/Jane F. Collen/		
<b>DATE SIGNED:</b>	07/19/2016		
<b>Total Attachments: 1</b>			

OP \$40.00 86427487



**TRADEMARK ASSIGNMENT**

**WHEREAS**, The Shopper Intelligence Agency, a New York Corporation, with an address of 1010 West End Avenue 33B, New York, New York 10023 (herein "Assignor"), is the owner of the trademark listed below (the "Assigned Trademark"):

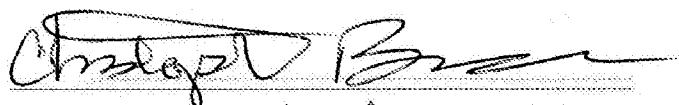
<b><u>TRADEMARK</u></b>	<b><u>SERIAL NO.</u></b>	<b><u>FILING DATE</u></b>
SHOPPER INTELLIGENCE	86427487	October 17, 2014

**WHEREAS**, Shopper Measures Int'l Pty Ltd, a corporation organized and existing under the laws of Australia, with an address at of 66 Goulburn Street Level 29, Sydney, NSW 2000, Australia ("Assignee"), is desirous of acquiring the entire, right, title and interest in and to the Assigned Trademark and in and to any registrations, renewals and extension that may be granted thereon, together with the goodwill of the business connected therewith;

**THEREFORE, BE IT KNOWN** that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers the entire right, title and interest in and to the said Assigned Trademark and any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement unto Assignee, its successors and assigns.

**The Shopper Intelligence Agency**

Date: 5/5, 2016



Name: Christopher Brace

Title: CEO