

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM410674

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Partial Release of Security Interest	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Citibank, N.A.		12/30/2016	Association: UNITED STATES
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: 19			
Property Type	Number	Word Mark	
Registration Number:	3204767	CONSUMER TRADE AREAS	
Registration Number:	2930745	CULTURE POINT MODEL	
Registration Number:	2127296	DEMOGRAPHICS USA	
Registration Number:	3029703	OPPORTUNITY FINDER	
Registration Number:	3545958	BUSINESS-FACTS	
Registration Number:	1443709	BUSINESS-FACTS	
Registration Number:	1499354	CLARITAS	
Registration Number:	2913465	CONNEXIONS	
Registration Number:	2579244	CONSUMERPOINT	
Registration Number:	1453745	DAYTIME POPULATION	
Registration Number:	2075237	FINANCIAL CLOUT	
Registration Number:	2196887	MARKET AUDIT	
Registration Number:	1410464	POP-FACTS	
Registration Number:	1410929	POP-FACTS	
Registration Number:	3513145	PRIMELOCATION	
Registration Number:	1413799	YPD	
Registration Number:	3824860	P\$YCLE	
Registration Number:	3909845	PRIZM	
Registration Number:	4267240	SITEREPORTS	

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CORRESPONDENCE DATA**Fax Number:** 8009144240*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.***Phone:** 800-713-0755**Email:** Michael.Violet@wolterskluwer.com**Correspondent Name:** Michael Violet**Address Line 1:** 4400 Easton Commons Way**Address Line 2:** Suite 125**Address Line 4:** Columbus, OHIO 43219

NAME OF SUBMITTER:	Elaine Carrera
SIGNATURE:	/Elaine Carrera/
DATE SIGNED:	12/30/2016

Total Attachments: 7

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RELEASE OF SECURITY INTEREST IN CERTAIN TRADEMARKS

This RELEASE OF SECURITY INTEREST IN CERTAIN TRADEMARKS (this “Release”), dated as of December 30, 2016 (the “Effective Date”), is made by CITIBANK, N.A., in its capacity as Collateral Agent (the “Agent”), in favor of the grantor party identified on the signature page hereto (the “Grantor”).

WHEREAS, pursuant to that certain Security Agreement, dated as of August 9, 2006, by and among the Agent, the Grantor and certain other parties thereto (as amended, amended and restated, or otherwise modified from time to time, the “Security Agreement”), the Grantor granted to the Agent, in its capacity as Collateral Agent, a security interest in and to certain collateral;

WHEREAS, pursuant to the Security Agreement, the Grantor executed and delivered an Intellectual Property Security Agreement and Supplements thereto (collectively, the “IP Security Agreements”), for recordal with the United States Patent and Trademark Office;

WHEREAS, the Intellectual Property Security Agreement Supplement No. 6 was recorded with the United States Patent and Trademark Office on July 15, 2008 at Reel/Frame 3815/0769;

WHEREAS, the Intellectual Property Security Agreement Supplement No. 8 was recorded with the United States Patent and Trademark Office on September 5, 2008 at Reel/Frame 3847/0791;

WHEREAS, the Intellectual Property Security Agreement Supplement was recorded with the United States Patent and Trademark Office on March 10, 2010 at Reel/Frame 4164/0596;

WHEREAS, the Supplement IP Security Agreement was recorded with the United States Patent and Trademark Office on November 30, 2015 at Reel/Frame 5678/0392;

WHEREAS, in reliance of the Grantor’s representations, warranties and certifications concerning the transactions referenced in that certain Officer’s Certificate, the Agent has agreed to release, discharge, terminate and cancel its security interest in certain specified collateral;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Agent hereby agrees as follows:

1. Defined Terms. All capitalized terms used, but not otherwise defined herein, shall have the respective meanings ascribed in or otherwise referenced in the IP Security Agreements.
2. Release. The Agent, without representation or warranty of any kind, hereby releases, discharges, terminates and cancels all of its security interest in and to the trademark registrations and applications set forth Schedule A attached hereto, arising under the Security Agreement and the IP Security Agreements (the “Released Collateral”). If and to the extent that the Agent has acquired any right, title or interest in and to the Released Collateral under the IP Security Agreements, the Agent, without representation or warranty of any kind, hereby re-transfers, re-conveys and re-assigns such right, title or interest to the Grantor.
3. Limitation. This Release is applicable only and solely with respect to the Released Collateral and to no other collateral arising under the Security Agreement or the IP Security Agreements (the

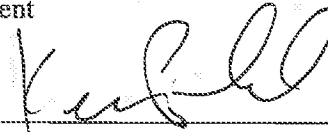
“Retained Collateral”). The Agent retains all security interests, liens, rights, titles and interests pledged and granted to the Agent under the Security Agreement and the IP Security Agreements with respect to all such Retained Collateral, and the Agent’s security interest, liens, rights, titles and interests in such Retained Collateral shall not, and shall not be deemed to, be impaired, interrupted or otherwise modified in any respect by this Release.

4. Further Assurances. The Agent agrees to take all further actions, and provide to the Grantor and its successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by the Grantor, at the Grantor’s sole cost and expense, to more fully and effectively effectuate the purposes of this Release.

5. Governing Law. This Release shall be construed in accordance with and governed by the law of the State of New York.

IN WITNESS WHEREOF, the Agent has caused this Release to be executed by its duly authorized representative as of the Effective Date:

CITIBANK, N.A., acting in its capacity as Col-
lateral Agent

By: 

Name: Keith Lukasavich

Title: Managing Director & Vice President


[Trademark Release Signature Page]

TRADEMARK
REEL: 005956 FRAME: 0085

Acknowledged and agreed:

THE NIELSEN COMPANY (US), LLC.

By:



Name: ERIC RUBENSTEIN
Title: Authorized Signatory

[Trademark Release Signature Page]

TRADEMARK
REEL: 005956 FRAME: 0086

SCHEDULE A

Partial Release of Trademark Security Agreement recorded July 15, 2008 at Reel/Frame 3815/0769

Mark	Registered To	App. No./ Reg. No.	Filing Date/ Reg. Date	Status
CONSUMER TRADE AREAS	The Nielsen Company (US), LLC	3204767	January 30, 2007	Registered
CULTURE POINT MODEL	The Nielsen Company (US), LLC	2930745	March 08, 2005	Registered
DEMOGRAPHICS USA	The Nielsen Company (US), LLC	2127296	January 6, 1998	Registered
OPPORTUNITY FINDER	The Nielsen Company (US), LLC	3029703	December 13, 2005	Registered

Partial Release of Trademark Security Agreement recorded September 5, 2008 at Reel/Frame 3847/0791

Mark	Registered To	App. No./ Reg. No.	Filing Date/ Reg. Date	Status
BUSINESS-FACTS	The Nielsen Company (US), LLC	3545958	December 16, 2008	Registered
BUSINESS-FACTS	The Nielsen Company (US), LLC	1443709	June 16, 1987	Registered
CLARITAS	The Nielsen Company (US), LLC	1499354	August 9, 1988	Registered
CONNEXIONS	The Nielsen Company (US), LLC	2913465	December 21, 2004	Registered
CONSUMERPOINT	The Nielsen Company (US), LLC	2579244	June 11, 2002	Registered
DAYTIME POPULATION	The Nielsen Company (US), LLC	1453745	August 18, 1987	Registered
FINANCIAL CLOUT	The Nielsen Company (US), LLC	2075237	July 1, 1997	Registered

Mark	Registered To	App. No./ Reg. No.	Filing Date/ Reg. Date	Status
MARKET AUDIT	The Nielsen Company (US), LLC	2196887	October 20, 1998	Registered
POP-FACTS	The Nielsen Company (US), LLC	1410464	September 23, 1986	Registered
POP-FACTS	The Nielsen Company (US), LLC	1410929	September 23, 1986	Registered
PRIMELOCATION	The Nielsen Company (US), LLC	3513145	October 07, 2008	Registered
YPD	The Nielsen Company (US), LLC	1413799	October 14, 1986	Registered

Partial Release of Trademark Security Agreement recorded March 10, 2010 at Reel/Frame 4164/0596

Mark	Registered To	App. No./ Reg. No.	Filing Date/ Reg. Date	Status
P\$YCLE	The Nielsen Company (US), LLC	3824860	July 27, 2010	Registered
PRIZM	The Nielsen Company (US), LLC	3909845	January 25, 2011	Registered

Partial Release of Trademark Security Agreement recorded November 30, 2015 at Reel/Frame 5678/0392

Mark	Registered To	App. No./ Reg. No.	Filing Date/ Reg. Date	Status
SITEREPORTS	The Nielsen Company (US), LLC	4267240	January 1, 2013	Registered