

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM414532

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cripps Associates Inc.		12/30/2016	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	Kantar LLC		
Street Address:	100 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4889125	TREEOPT	
Registration Number:	4807363	SPENDMETRIX	
Registration Number:	4807346	SMX	
CORRESPONDENCE DATA			
Fax Number:	2124684888		
<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:	2124684800		
Email:	jkatz@dglaw.com		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	Davis & Gilbert LLP, 1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	20254-0098-000 (cjh)		
NAME OF SUBMITTER:	Jeffrey C. Katz		
SIGNATURE:	/Jeffrey C. Katz/		
DATE SIGNED:	02/01/2017		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

December 30, 2016

WHEREAS, Cripps Associates Inc., a Nevada corporation (hereinafter, “Assignor”), is the owner of the marks listed below (“Marks”), which are registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
TREEOPT	4889125	January 19, 2016
SPENDMETRIX	4807363	September 8, 2015
SMX	4807346	September 8, 2015

WHEREAS, Kantar LLC, a Delaware limited liability company (hereinafter, “Assignee”), pursuant to an Asset Purchase Agreement by and among the Assignor, the Assignee and John Cripps, desires to acquire the Marks, including the registrations thereof, and the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of the Marks or injury to such goodwill, and the right to sue for and recover the same in Assignee’s own name.

This Trademark Assignment may be executed in two or more counterparts, all of which taken together shall constitute one instrument. Signed facsimile counterparts to this Trademark Assignment or signed counterparts delivered in .pdf or other electronic format shall be acceptable and binding and treated in all respects as having the same effect as an original signature.

This Trademark Assignment shall be governed by and construed in accordance with the laws of the State of New York without regard to conflict of laws principles or statutes that would require the application of the laws of any other jurisdiction.

* * * *

Signature Page Follows


IN WITNESS WHEREOF, this Trademark Assignment has been executed to be effective as of the date first written above.

CRIPPS ASSOCIATES INC.

By: _____

Name:

Title:



JOHN CRAPPS
President

[Signature Page to Trademark Assignment Agreement]

TRADEMARK
REEL: 005979 FRAME: 0747

KANTAR LLC

By: Tom Lobene
Name: Tom Lobene
Title: Treasurer

[Signature Page to Trademark Assignment Agreement]