

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM415209

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/31/2016		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Millward Brown, LLC		12/31/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Kantar LLC		
Street Address:	c/o WPP Group USA, Inc.		
Internal 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:	2286932	GREENFIELD	
Registration Number:	2652241	IDEASTATION	
Registration Number:	2324537	WETI	
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:	003023-4029-063		
NAME OF SUBMITTER:	Jeffrey C. Katz		
SIGNATURE:	/Jeffrey C. Katz/		
DATE SIGNED:	02/07/2017		

CH \$90.00 2286932

Total Attachments: 3

source=Merger - Millward Brown#page1.tif

source=Merger - Millward Brown#page2.tif

source=Merger - Millward Brown#page3.tif

Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"MILLWARD BROWN, LLC", A DELAWARE LIMITED LIABILITY COMPANY, WITH AND INTO "KANTAR LLC" UNDER THE NAME OF "KANTAR LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF DECEMBER, A.D. 2016, AT 3:24 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2016 AT 11:59 O'CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6102144 8100M
SR# 20167232243

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 203571749
Date: 12-22-16

TRADEMARK
REEL: 005984 FRAME: 0112

CERTIFICATE OF MERGER

OF

MILLWARD BROWN, LLC
(a Delaware limited liability company)

WITH AND INTO

KANTAR LLC
(a Delaware limited liability company)

Pursuant to Title 6, Section 18-209 of the Delaware Limited Liability Company Act, the undersigned limited liability company executed the following Certificate of Merger:

FIRST: The name of the surviving limited liability company is Kantar LLC, a Delaware limited liability company, and the name of the limited liability company being merged into this surviving limited liability company is Millward Brown, LLC, a Delaware limited liability company.

SECOND: The Agreement and Plan of Merger (the "Merger Agreement") has been approved, adopted, certified, executed and acknowledged by the surviving limited liability company and the merging limited liability company.

THIRD: The name of the surviving limited liability company is Kantar LLC.

FOURTH: The merger is to become effective at 11:59 P.M. on December 31, 2016.

FIFTH: The Merger Agreement is on file at 100 Park Avenue, 4th Floor, New York, New York 10017, the place of business of the surviving limited liability company.

SIXTH: A copy of the Merger Agreement will be furnished by the surviving limited liability company on request, without cost, to any member of the constituent limited liability companies.

[Signature Page Follows]

IN WITNESS WHEREOF, said surviving limited liability company has caused this certificate to be signed by an authorized officer, the 21st day of December, 2016.

KANTAR LLC

By: 

Name: Kevin Farewell

Title: Secretary

VI.B.6