

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM415317

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	MERGER
<b>EFFECTIVE DATE:</b>	12/31/2016

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
DynamicLogic, LLC		12/31/2016	Limited Liability Company: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Kantar LLC
<b>Street Address:</b>	c/o WPP Group USA, Inc.
<b>Internal Address:</b>	100 Park Avenue
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10017
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

**PROPERTY NUMBERS Total: 21**

Property Type	Number	Word Mark
Registration Number:	2475239	ADINDEX
Registration Number:	3999855	ADINDEX DASH
Registration Number:	3220079	ADINSIGHTS
Registration Number:	3851547	ADOMETER
Registration Number:	4261839	ADRADAR
Registration Number:	2455453	BEYOND THE CLICK
Registration Number:	4822827	CREATIVEIMPACT
Registration Number:	2461229	DYNAMIC LOGIC
Registration Number:	4580216	IGNITE METRICS
Registration Number:	4039852	IGNITE NETWORK
Registration Number:	2653758	INSIGHTEXPRESS
Registration Number:	2767824	INSIGHTEXPRESS
Registration Number:	4036197	LIVEINSIGHTS
Registration Number:	2801847	MARKETNORMS
Registration Number:	3732262	MOBILE ADINSIGHTS
Registration Number:	4392678	PANELSCOUT
Registration Number:	2438309	QUESTIONMARKET.COM

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3390090	SAFECOUNT
Registration Number:	4714877	SAFECOUNT.NET
Registration Number:	2870565	UNIVERSAL TAG
Registration Number:	3788663	DLCONNECTS

**CORRESPONDENCE DATA**

Fax Number: 2124684888

*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: 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:	02/08/2017

**Total Attachments: 3**

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# 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:

"DYNAMICLOGIC, 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 2:54 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.



6102144 8100M  
SR# 20167231148

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

A handwritten signature in black ink, appearing to read "JBULLOCK", is written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed.

Jeffrey W. Bullock, Secretary of State

Authentication: 203571328  
Date: 12-22-16

**TRADEMARK**  
**REEL: 005985 FRAME: 0799**

**CERTIFICATE OF MERGER**  
**OF**

**DYNAMICLOGIC, 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 DynamicLogic, 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.

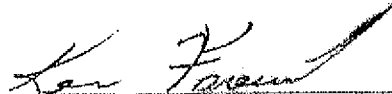
**FIFTH:** The Merger Agreement is on file at 100 Park Avenue, 4<sup>th</sup> Floor, New York, New York 10017, the place of business of the surviving limited liability company.

**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 21<sup>st</sup> day of December, 2016.

KANTAR LLC

By: 

Name: Kevin Farewell

Title: Secretary