

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM423180

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Nielsen Company (US), LLC		12/30/2016	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Harris Insights and Analytics LLC
Also Known As:	Stagwell Harris Research LLC
Street Address:	1700 K Street NW, Suite 750
City:	Washington
State/Country:	D.C.
Postal Code:	20006
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	1606674	EQUITREND
Registration Number:	2551588	HARRIS INTERACTIVE
Registration Number:	3975718	HARRIS VAULT
Registration Number:	2711660	HPOL
Registration Number:	3190600	QUICKQUERY
Registration Number:	2941373	REPUTATION QUOTIENT
Registration Number:	3064805	RQ
Registration Number:	1809514	THE HARRIS POLL
Registration Number:	1810713	THE HARRIS POLL

CORRESPONDENCE DATA

Fax Number: 2027301301

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: 2027301338

Email: kdevine@hwglaw.com

Correspondent Name: Kristine Devine

Address Line 1: 1919 M Street NW, Eighth Floor

TRADEMARK

Address Line 4:	Washington, D.C. 20036
NAME OF SUBMITTER:	Kristine Laudadio Devine
SIGNATURE:	/kld/
DATE SIGNED:	04/10/2017
Total Attachments: 5 source=4. Nola - Trademark Assignment (Execution Copy)#page1.tif source=4. Nola - Trademark Assignment (Execution Copy)#page2.tif source=4. Nola - Trademark Assignment (Execution Copy)#page3.tif source=4. Nola - Trademark Assignment (Execution Copy)#page4.tif source=4. Nola - Trademark Assignment (Execution Copy)#page5.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement"), dated as of December 30, 2016 (the "Effective Date") is between The Nielsen Company (US), LLC, a Delaware limited liability company ("Seller"), and Stagwell Harris Research LLC, a Delaware limited liability company ("Assignee"), and is entered into in connection with that certain Asset Purchase Agreement, dated as of the date hereof, by and between Assignor and Assignee (the "Purchase Agreement").

WITNESSETH:

WHEREAS, for good and valuable consideration and pursuant to the Purchase Agreement, and upon the terms and conditions set forth below, Assignor desires to assign all of its right, title, and interest in and to the trademarks identified on Schedule A attached hereto and the U.S. federal trademark registrations associated therewith (the "Trademarks") to Assignee, and Assignee desires to accept such assignment.

NOW, THEREFORE, in consideration of the transactions contemplated by the Purchase Agreement and this Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby assigns, conveys and transfers unto Assignee all right, title, and interest in and to the Trademarks, including the right to any registrations thereof, the right to prosecute any applications therefor, the right to have any registrations issue in the name of Assignee, the right to apply for and obtain any renewal of any registrations thereof, the right to any priorities based on the filing of the aforesaid applications, and the right to the goodwill associated with the Trademarks.

2. Representations and Warranties. None of the representations, warranties, covenants, rights or remedies of any party under the Purchase Agreement shall be deemed to be abrogated, enlarged, modified or altered in any way by such execution and acceptance of this Agreement.

3. Terms of the Purchase Agreement. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.


4. Governing Law. This Agreement shall be governed by and construed in accordance with the internal laws of the State of New York without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction).

5. Counterparts. This Agreement may be executed in multiple counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Agreement delivered by facsimile or other means of electronic transmission (i.e., PDF) shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

[The next page is the signature page.]

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

THE NIELSEN COMPANY (US), LLC

By: 
Name: Eric M. Rubenstein
Title: Vice President

STAGWELL HARRIS RESEARCH LLC

By: The Stagwell Group LLC, its Manager

By: _____
Name:
Title:

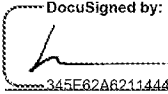
IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

THE NIELSEN COMPANY (US), LLC

By: _____
Name:
Title:

STAGWELL HARRIS RESEARCH LLC

By: The Stagwell Group LLC, its Manager

By:  _____
Name: Mark J. Penn
Title: Managing Partner

Schedule A

Trademarks

COUNTRY	TRADEMARK	REGISTRATION NO	REGISTRATION DATE
United States of America	EQUITREND	1606674	Jul-17-1990
United States of America	HARRIS INTERACTIVE	2551588	Mar-26-2002
United States of America	HARRIS VAULT	3975718	Jun-7-2011
United States of America	HPOL	2711660	Apr-29-2003
United States of America	QUICKQUERY	3190600	Jan-2-2007
United States of America	REPUTATION QUOTIENT	2941373	Apr-19-2005
United States of America	RQ	3064805	Mar-7-2006
United States of America	THE HARRIS POLL	1809514	Dec-7-1993
United States of America	THE HARRIS POLL	1810713	Dec-14-1993