

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM436211

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME
<b>RESUBMIT DOCUMENT ID:</b>	900408302

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GfK Mediamark Research & Intelligence LLC		01/01/2014	Corporation:

## RECEIVING PARTY DATA

<b>Name:</b>	GfK US, LLC
<b>Street Address:</b>	200 Liberty Street, 4th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10281
<b>Entity Type:</b>	Limited Liability Company: NEW YORK

## PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	1441106	GOLDDIGGER
Registration Number:	2117890	TEENMARK
Registration Number:	2117889	TWELVEPLUS
Registration Number:	1505094	MEDIAMARK RESEARCH
Registration Number:	0885494	STARCH
Registration Number:	0893459	STARCH
Registration Number:	0893887	STARCH
Registration Number:	0896217	STARCH
Registration Number:	3219165	AMERICAN KIDS STUDY

## CORRESPONDENCE DATA

Fax Number: 2122405353

*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: 212-240-5520

Email: anita.jaskot@gfk.com

Correspondent Name: Anita Jaskot

Address Line 1: 200 Liberty Street, 4th Floor

Address Line 4: New York, NEW YORK 10281

<b>NAME OF SUBMITTER:</b>	Anita Jaskot
<b>SIGNATURE:</b>	/anita jaskot/
<b>DATE SIGNED:</b>	07/24/2017
<b>Total Attachments: 4</b> source=302 Name Change 01 01 2014#page1.tif source=302 Name Change 01 01 2014#page2.tif source=Notice#page1.tif source=CoverSheet#page1.tif	

STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: GfK Mediamark Research & Intelligence, LLC
2. The Certificate of Formation of the limited liability company is hereby amended as follows:

FIRST: The name of the limited liability company is GfK US, LLC effective as of January 1, 2014.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 16th day of December, A.D. 2013.

By: \_\_\_\_\_

Authorized Person(s)

Name: Susan Helfrick

Print or Type



# State of Delaware

SECRETARY OF STATE  
DIVISION OF CORPORATIONS  
P.O. BOX 898  
DOVER, DELAWARE 19903

131438045

9007767  
GFK CUSTOM RESEARCH  
200 LIBERTY ST  
4TH FLOOR  
NEW YORK  
ATTN: ELEONORE MUELLER

NY 10281

01-28-2014

DESCRIPTION	AMOUNT
GFK US, LLC 2273915 0240 Amendment; Domestic	
Amendment Fee	180.00
Court Municipality Fee, Wilm.	20.00
FILING TOTAL	200.00
TOTAL PAYMENTS	200.00
SERVICE REQUEST BALANCE	.00

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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ETAS ID: TM429862

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GfK Mediamark Research & Intelligence LLC		01/01/2014	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GfK US, LLC		
<b>Street Address:</b>	200 Liberty Street, 4th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10281		
<b>Entity Type:</b>	Limited Liability Company: UNITED STATES		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1441106	GOLDDIGGER	
<b>Registration Number:</b>	2117890	TEENMARK	
<b>Registration Number:</b>	2117889	TWELVEPLUS	
<b>Registration Number:</b>	1505094	MEDIAMARK RESEARCH	
<b>Registration Number:</b>	0885494	STARCH	
<b>Registration Number:</b>	0893459	STARCH	
<b>Registration Number:</b>	0893887	STARCH	
<b>Registration Number:</b>	0896217	STARCH	
<b>Registration Number:</b>	3219165	AMERICAN KIDS STUDY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122405353		
<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>			
<b>Phone:</b>	212-240-5520		
<b>Email:</b>	anita.jaskot@gfk.com		
<b>Correspondent Name:</b>	Anita Jaskot		
<b>Address Line 1:</b>	200 Liberty Street, 4th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10281		
<b>NAME OF SUBMITTER:</b>	Anita Jaskot		

OP \$240.00 1441106