

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM443467

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST
<b>SEQUENCE:</b>	1

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BNP PARIBAS, as collateral agent		09/15/2017	Limited Liability Banking Company: FRANCE

## RECEIVING PARTY DATA

<b>Name:</b>	ORC INTERNATIONAL, INC. in such capacity and as a successor to Marketing Research Services, Inc.
<b>Street Address:</b>	902 CARNEGIE CENTER, SUITE 220
<b>City:</b>	PRINCETON
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	08540
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 28

Property Type	Number	Word Mark
Serial Number:	72411912	FIND
Serial Number:	73267452	FIND
Serial Number:	74314011	JUST WHAT YOU NEED TO KNOW
Serial Number:	74319087	FIND
Serial Number:	73212506	CARAVAN SURVEYS
Serial Number:	73659918	CARAVAN
Serial Number:	74707637	ORC INTERNATIONAL
Serial Number:	75200602	CORPERCEPTIONS
Serial Number:	76362542	INSIGHT BEYOND MEASURE
Serial Number:	73212843	ORC
Serial Number:	77340330	OUCH POINT
Serial Number:	77753150	ORC
Serial Number:	77753204	OPINION RESEARCH CORPORATION
Serial Number:	74050657	TELTECH
Serial Number:	76100792	INTOTA
Serial Number:	85626667	POWER OF INTEGRATED INTELLIGENCE
Serial Number:	85748733	I 2 THE POWER OF INTEGRATED INTELLIGENCE

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TRADEMARK

Property Type	Number	Word Mark
Serial Number:	85471797	THE POWER OF I 2
Serial Number:	85639192	ACTION THROUGH INTELLIGENCE
Serial Number:	77546773	MREXPRESS
Serial Number:	77144518	CENSUS BALANCER
Serial Number:	77129194	PROSELECT
Serial Number:	77129236	CONCEPT HIGHLIGHTER
Serial Number:	78879386	CONSELECT ONLINE CONCEPT TESTING SOLUTIO
Serial Number:	85320613	SOCIALVIEW
Serial Number:	77934274	ISHelf
Serial Number:	85691081	GAMEOPTIMIZER
Serial Number:	73677429	GUIDELINE

#### CORRESPONDENCE DATA

**Fax Number:**

*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:** 2122942684  
**Email:** trademarkny@winston.com  
**Correspondent Name:** Amanjot Kaur  
**Address Line 1:** 200 Park Avenue  
**Address Line 2:** Winston & Strawn LLP  
**Address Line 4:** New York, NEW YORK 10166

<b>ATTORNEY DOCKET NUMBER:</b>	86700.8
<b>NAME OF SUBMITTER:</b>	Amanjot Kaur
<b>SIGNATURE:</b>	/Amanjot Kaur by trademarkny/
<b>DATE SIGNED:</b>	09/18/2017

**Total Attachments: 6**

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## RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

This **RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY** (the “Release”) is made as of September 15, 2017, by **BNP PARIBAS**, as collateral agent for the Secured Parties (as defined in the US Pledge and Security Agreement referred to below) (in such capacity, the “Collateral Agent”), in favor of **ORC INTERNATIONAL, INC.** (in such capacity and as a successor to Marketing Research Services, Inc., the “Grantor”).

### W I T N E S S E T H

WHEREAS, pursuant to (i) that certain US Pledge and Security Agreement, dated as of September 5, 2014, by and among Grantor, the other grantors party thereto and the Collateral Agent (as heretofore amended, supplemented or otherwise modified, the “US Pledge and Security Agreement”), (ii) that certain Intellectual Property Security Agreement, dated as of September 5, 2014, by and between Grantor and Collateral Agent (the “ORC Intellectual Property Security Agreement”; all capitalized terms used herein but not otherwise defined shall have the meanings set forth in the Intellectual Property Security Agreement) and (iii) that certain Intellectual Property Security Agreement, dated as of September 5, 2014, by and between Grantor and Collateral Agent (the “MRSI Intellectual Property Security Agreement”; together with the ORC International Intellectual Property Security Agreement, the “Intellectual Property Security Agreements”), the Grantor granted the Collateral Agent a security interest in and continuing lien on all of Grantor’s right, title and interest in, to and under the Intellectual Property Collateral, including, without limitation, the Trademarks identified on Schedule 1 attached hereto (the “Trademark Security Interest”). All capitalized terms used herein but not otherwise defined shall have the meanings set forth in the Intellectual Property Security Agreements, as applicable;

WHEREAS, the ORC Intellectual Property Security Agreement was recorded with the United States Patent and Trademark Office on September 12, 2014 at Reel 5361, Frame 0710;

WHEREAS, the MSRI Intellectual Property Security Agreement was recorded with the United States Patent and Trademark Office on September 12, 2014 at Reel 5361, Frame 0679;

WHEREAS, the Grantor has satisfied in full the terms of the US Pledge and Security Agreement and Intellectual Property Security Agreements and requests a release of the Trademark Security Interest; and

WHEREAS, the Collateral Agent, on behalf of itself and the Secured Parties, desires to terminate and grant a release of the Trademark Security Interest as provided in this Release.

NOW THEREFORE, for good and valuable consideration previously tendered by the Grantor, the receipt and sufficiency of which are hereby acknowledged, the Collateral Agent, on behalf of itself and the Secured Parties, does hereby agree as follows:

1. Collateral Agent, on behalf of itself and the Secured Parties, hereby (a) terminates the Intellectual Property Security Agreements, (b) releases, relinquishes, terminates and discharges the Trademark Security Interest in its entirety and (c) reassigns to the Grantor any and all right, title and interest of any nature whatsoever which it may hold in or to the any of the Intellectual Property Collateral (including, without limitation, the Trademarks identified on Schedule 1 attached hereto) and associated common law rights and goodwill appurtenant thereto.
2. The Collateral Agent, on behalf of itself and the Secured Parties, authorizes the United States Patent and Trademark Office and any other applicable governmental authority to record this Release.


3. At the request and sole expense of Grantor, Collateral Agent, on behalf of itself and the Secured Parties, agrees to execute, acknowledge and deliver all such further instruments and to take all such further actions necessary to carry out the purposes of this Release.

*[Signature page follows]*

IN TESTIMONY WHEREOF, the Collateral Agent has executed this Release by its proper officers thereunto duly authorized.

**BNP PARIBAS**, as Collateral Agent

By:   
Name: Jung Wu  
Title: Vice President

By:   
Name: Peter Fritz  
Title: Vice President

[Release of Security Interest in Intellectual Property]

Schedule 1

**TRADEMARKS**

<b>Mark</b>	<b>Owner</b>	<b>App. No. Filing Date</b>	<b>Reg. No. Reg. Date</b>	<b>Status</b>
FIND	ORC International, Inc.	72/411912 1/6/1972	982082 4/9/1974	Registered
FIND	ORC International, Inc.	73/267452 6/23/1980	1204459 8/10/1982	Registered
GUIDELINE	ORC International, Inc.	73/677429 8/10/1987	1482674 3/29/1988	Registered
JUST WHAT YOU NEED TO KNOW	ORC International, Inc.	74/314011 9/15/1992	1768854 5/4/1993	Registered
FIND	ORC International, Inc.	74/319087 9/29/1992	1776731 6/15/1993	Registered
CARAVAN SURVEYS	ORC International, Inc.	73/212506 4/23/1979	1158530 6/23/1981	Registered
CARAVAN	ORC International, Inc.	73/659918 5/11/1987	1470224 12/22/1987	Registered
ORC INTERNATIONAL	ORC International, Inc.	74/707637	2002715	Registered

		7/28/1995	9/24/1996	
CORPERCEPTIONS	ORC International, Inc.	75/200602 11/19/1996	2105536 10/14/1997	Registered
INSIGHT BEYOND MEASURE	ORC International, Inc.	76/362542 1/24/2002	2659146 12/10/2002	Registered
ORC	ORC International, Inc.	73/212843 4/23/1979	1147327 2/17/1981	Registered
OUCH POINT	ORC International, Inc.	77/340330 11/29/2007	3467510 7/15/2008	Registered
ORC (AND DESIGN)	ORC International, Inc.	77/753150 6/5/2009	3728348 12/22/2009	Registered
OPINION RESEARCH  CORPORATION	ORC International, Inc.	77/753204 6/5/2009	3862579 10/19/2010	Registered
TELTECH	ORC International, Inc.	74/050657 4/19/1990	1642386 4/23/1991	Registered
INTOTA	ORC International, Inc.	76/100792 8/1/2000	2696289 3/11/2003	Registered

POWER OF INTEGRATED INTELLIGENCE	ORC International, Inc.	85/626667 5/16/2012	4268173 1/1/2013	Registered
I 2 THE POWER OF INTEGRATED INTELLIGENCE	ORC International, Inc.	85/748733 10/9/2012	4417186 10/15/2013	Registered
THE POWER OF I <sup>2</sup>	ORC International, Inc.	85/41797	4333573	Registered
ACTION THROUGH INTELLIGENCE	ORC International, Inc.	85/639192 5/31/2012		Published for Opposition 10/16/2012

Mark	Owner	App. No. Filing Date	Reg. No. Reg. Date	Status
MREXPRESS	Marketing Research Services, Inc.	77/546773 8/14/2008	3594570 3/24/2009	Registered
CENSUS BALANCER	Marketing Research Services, Inc.	77/144518 3/30/2007	3392660 3/4/2008	Registered
PROSELECT	Marketing Research Services, Inc.	77/129194 3/13/2007	3343401 11/27/2007	Registered
CONCEPT HIGHLIGHTER	Marketing Research Services, Inc.	77/129236 3/13/2007	3343404 11/27/2007	Registered
CONSELECT ONLINE CONCEPT TESTING SOLUTION	Marketing Research Services, Inc.	78/879386 5/9/2006	3232995 4/24/2007	Registered
SOCIALVIEW	Marketing Research Services, Inc.	85/320613 5/13/2011	4076788 12/27/2011	Registered
ISHelf	Marketing Research Services, Inc.	77/934274 2/12/2010	3853001 9/28/2010	Registered
GAMEOPTIMIZER	Marketing Research Services, Inc.	85/691081 7/31/2012	4308832 3/26/13	Registered