

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM462427

<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>
J.D. Power and Associates		01/30/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	J.D. Power		
<b>Street Address:</b>	3200 Park Center Drive		
<b>City:</b>	Costa Mesa		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92626		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 31</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85921591	UMBRIA	
<b>Registration Number:</b>	1619003	J.D. POWER AND ASSOCIATES	
<b>Registration Number:</b>	1787607	POWERGRAM	
<b>Registration Number:</b>	1918293	POWER INFORMATION NETWORK	
<b>Registration Number:</b>	1948449	POWER ANALYST	
<b>Registration Number:</b>	2389394	JDPOWER.COM	
<b>Registration Number:</b>	2478721	E-VALUATOR	
<b>Registration Number:</b>	2486839	JDPOWER	
<b>Registration Number:</b>	3168091	UMBRIA	
<b>Registration Number:</b>	3267366	PIN EXPLORER	
<b>Registration Number:</b>	3267370	POWERDEALER	
<b>Registration Number:</b>	3322294	PIN NAVIGATOR	
<b>Registration Number:</b>	3367957	J.D. POWER AND ASSOCIATES CUSTOMER SATIS	
<b>Registration Number:</b>	3367958	J.D. POWER AND ASSOCIATES 1 CUSTOMER SAT	
<b>Registration Number:</b>	3401240	INTEGRITY INDEPENDENCE IMPACT	
<b>Registration Number:</b>	3447598	TURNING INFORMATION INTO ACTION	
<b>Registration Number:</b>	3500374	AUTOMOTIVE ENVIRONMENTAL INDEX	
<b>Registration Number:</b>	3539431	AUTOMOTIVE ENVIRONMENTAL INDEX TOP MODEL	
<b>Registration Number:</b>	3549204	PIN INSIGHTS	

OP \$790.00 85921591

Property Type	Number	Word Mark
Registration Number:	3555583	HIGHEST IN CUSTOMER SATISFACTION WITH BU
Registration Number:	3581933	BUSINESS WIRELESS SMARTPHONE CUSTOMER SA
Registration Number:	3711484	POC PREDICTED OWNERSHIP COST
Registration Number:	3826666	VEHICLE LAUNCH INDEX
Registration Number:	3859528	VLI
Registration Number:	4008044	ACUTREND
Registration Number:	4008046	ACUTREND
Registration Number:	4160816	FUNNELVIEW
Registration Number:	4169487	KORRELATE
Registration Number:	4169488	O2O
Registration Number:	4220779	DUAL BLIND ATTRIBUTION
Registration Number:	5129619	J.D. POWER VOX

**CORRESPONDENCE DATA**

**Fax Number:** 2142000853

*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:** 2128354843

**Email:** ipdocketing@haynesboone.com

**Correspondent Name:** Adam Siegartel, Haynes and Boone LLP

**Address Line 1:** 2323 Victory Avenue, Suite 700

**Address Line 4:** Dallas, TEXAS 75219

**ATTORNEY DOCKET NUMBER:** 56271.02\_84011

**NAME OF SUBMITTER:** Adam Siegartel

**SIGNATURE:** /Adam Siegartel/

**DATE SIGNED:** 02/16/2018

**Total Attachments: 2**

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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 AMENDMENT OF "J.D. POWER AND ASSOCIATES", CHANGING ITS NAME FROM "J.D. POWER AND ASSOCIATES" TO "J.D. POWER", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF JANUARY, A.D. 2017, AT 6:44 O`CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



  
Jeffrey W. Bullock, Secretary of State

3371783 8100  
SR# 20170535213

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

Authentication: 202000599  
Date: 02-07-17

**TRADEMARK**  
**REEL: 006275 FRAME: 0572**

STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

FIRST: That at a meeting of the Board of Directors of  
J.D. Power and Associates

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

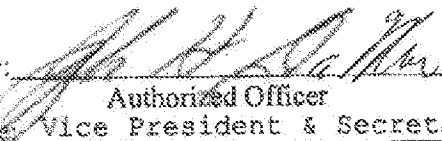
RESOLVED, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered " 1 " so that, as amended, said Article shall be and read as follows:

Article 1 is deleted and following is substituted in its place.  
The name of the corporation is J.D. Power.

SECOND: That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said corporation has caused this certificate to be signed this 30<sup>th</sup> day of January, 2017.

By:   
Authorized Officer  
Title: Vice President & Secretary

Name: Joseph DaMour  
Print or Type