

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM474554

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|------------------------------|-------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ENTITY CONVERSION |
| SEQUENCE: | 1 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------------|----------|----------------|-----------------------|
| Yankelovich Partners Inc. | | 12/31/2013 | Corporation: DELAWARE |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | Yankelovich Partners LLC |
| Street Address: | 100 Park Avenue, 4th Floor |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10017 |
| Entity Type: | Limited Liability Company: DELAWARE |

PROPERTY NUMBERS Total: 7

| Property Type | Number | Word Mark |
|----------------------|---------|---------------------------------|
| Registration Number: | 3973218 | LIVING WELL |
| Registration Number: | 4159315 | GLOBAL MONITOR |
| Registration Number: | 2772058 | YANKELOVICH |
| Registration Number: | 2767711 | YANKELOVICH MONITOR TRENDNOSTIC |
| Registration Number: | 2603990 | YANKELOVICH |
| Registration Number: | 2678774 | MONITOR MINDBASE |
| Registration Number: | 2675492 | MINDBASE |

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, Davis & Gilbert LLP

Address Line 1: 1740 Broadway

Address Line 4: New York, NEW YORK 10019

| | |
|--------------------------------|-----------------|
| ATTORNEY DOCKET NUMBER: | 25215-2-0 |
| NAME OF SUBMITTER: | Jeffrey C. Katz |

CH \$190.00 3973218

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| SIGNATURE: | /Jeffrey C. Katz/ |
| DATE SIGNED: | 05/17/2018 |
| Total Attachments: 3 source=Yankelovich Partners Inc. conversion to LLC- filed#page1.tif source=Yankelovich Partners Inc. conversion to LLC- filed#page2.tif source=Yankelovich Partners Inc. conversion to LLC- filed#page3.tif | |

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "YANKELOVICH PARTNERS INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "YANKELOVICH PARTNERS INC." TO "YANKELOVICH PARTNERS LLC", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF DECEMBER, A.D. 2013, AT 3:22 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2013, AT 12:15 O'CLOCK P.M.

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You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1004281

DATE: 12-20-13

TRADEMARK
REEL: 006332 FRAME: 0531

CERTIFICATE OF CONVERSION

CONVERTING

YANKELOVICH PARTNERS INC.
(a Delaware Corporation)

TO

YANKELOVICH PARTNERS LLC
(a Delaware Limited Liability Company)

Yankelovich Partners Inc., the corporation that is converting to a Delaware limited liability company (the "Converting Corporation"), and Yankelovich Partners LLC, the continuing Delaware limited liability company (the "LLC"), hereby certify that:

1. Name of Converting Corporation. The name of the Converting Corporation immediately prior to the filing of this Certificate of Conversion was "Yankelovich Partners Inc."

2. Date and Jurisdiction of Incorporation of Converting Corporation. The date on which, and the jurisdiction where, the Converting Corporation was incorporated are as follows:

| <u>Date</u> | <u>Jurisdiction</u> |
|--------------|---------------------|
| June 9, 1992 | Delaware |

3. Name of Converted Limited Liability Company. The name of the Delaware limited liability company to which the Converting Corporation has been converted and the name set forth in the Certificate of Formation of the Company, filed in accordance with Section 18-214(b) of the Delaware Limited Liability Company Act, is "Yankelovich Partners LLC".

4. Approval of Conversion. The conversion of the Converting Corporation to the LLC has been approved in accordance with the provisions of Section 266 of the General Corporation Law of the State of Delaware.

5. Effectiveness. This Certificate of Conversion shall become effective at ~~12:15 pm~~ December 31, 2013.

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Conversion as of December ~~20~~, 2013.

YANKELOVICH PARTNERS INC.

By: /s/ KEVIN FAREWELL

Name: Kevin Farewell

Title: Secretary

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RECORDED: 05/17/2018

TRADEMARK
REEL: 006332 FRAME: 0533