

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM516866

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Notice of Grant of Security Interest in Trademarks		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GALLUP, INC.		03/29/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BANK OF AMERICA, N.A., as Administrative Agent		
<b>Street Address:</b>	1200 Main Street		
<b>Internal Address:</b>	MO8-060-12-02		
<b>City:</b>	Kansas City		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64105		
<b>Entity Type:</b>	National Banking Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 56</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5326710		
<b>Registration Number:</b>	5164721	GALLUP EXCHANGE	
<b>Registration Number:</b>	5164719	CLIFTONSTRENGTHS	
<b>Registration Number:</b>	5112097	EP10	
<b>Registration Number:</b>	5107570	CE3	
<b>Registration Number:</b>	4829198	WOO	
<b>Registration Number:</b>	4829197	STRATEGIC	
<b>Registration Number:</b>	4829196	SIGNIFICANCE	
<b>Registration Number:</b>	4829195	FOCUS	
<b>Registration Number:</b>	4829194	EMPATHY	
<b>Registration Number:</b>	4829193	DISCIPLINE	
<b>Registration Number:</b>	4829192	DELIBERATIVE	
<b>Registration Number:</b>	4829191	CONSISTENCY	
<b>Registration Number:</b>	4829190	ARRANGER	
<b>Registration Number:</b>	4417205	GALLUP BUSINESS JOURNAL	
<b>Registration Number:</b>	4311900	STRENGTHSQUEST	
<b>Registration Number:</b>	3216532	STRENGTHSEXPLORER	
<b>Registration Number:</b>	3158034	GALLUP PRESS	

OP \$1415.00 5326710

Property Type	Number	Word Mark
Registration Number:	3124464	CLIFTON STRENGTHSFINDER
Registration Number:	3033196	INCLUDER
Registration Number:	3004998	GALLUP
Registration Number:	2999289	DEVELOPER
Registration Number:	2974710	ACTIVATOR
Registration Number:	2974708	COMPETITION
Registration Number:	2946850	IDEATION
Registration Number:	2946849	INPUT
Registration Number:	2942580	HUMANSIGMA
Registration Number:	2942443	THE GALLUP PATH
Registration Number:	2931114	CE11
Registration Number:	2928364	HARMONY
Registration Number:	2928363	INDIVIDUALIZATION
Registration Number:	2926018	POSITIVITY
Registration Number:	2926017	SELF-ASSURANCE
Registration Number:	2926016	ACHIEVER
Registration Number:	2923602	CONTEXT
Registration Number:	2901933	RESPONSIBILITY
Registration Number:	2901932	BELIEF
Registration Number:	2901931	COMMAND
Registration Number:	2901930	CONNECTEDNESS
Registration Number:	2900894	RELATOR
Registration Number:	2900893	ADAPTABILITY
Registration Number:	2900892	ANALYTICAL
Registration Number:	2900891	COMMUNICATION
Registration Number:	2898346	FUTURISTIC
Registration Number:	2898345	INTELLECTION
Registration Number:	2898344	LEARNER
Registration Number:	2898343	MAXIMIZER
Registration Number:	2565129	GALLUP MANAGEMENT JOURNAL
Registration Number:	2563327	Q12
Registration Number:	2549170	Q12
Registration Number:	2546586	GMJ
Registration Number:	2332049	STRENGTHS FINDER
Registration Number:	2242387	GALLUP
Registration Number:	1918266	SRI
Registration Number:	1828534	VARSITY MANAGEMENT
Registration Number:	1266004	THE GALLUP POLL

**CORRESPONDENCE DATA****Fax Number:** 7043311159

*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:** 7043311000**Email:** PTO\_TMconfirmation@mvalaw.com,  
maryelizabethzaldivar@mvalaw.com**Correspondent Name:** Moore & Van Allen PLLC**Address Line 1:** 100 North Tryon Street**Address Line 2:** Suite 4700, ATTN: IP DEPARTMENT**Address Line 4:** Charlotte, NORTH CAROLINA 28202

<b>ATTORNEY DOCKET NUMBER:</b>	327000.028019
<b>NAME OF SUBMITTER:</b>	John Slaughter
<b>SIGNATURE:</b>	/John Slaughter/
<b>DATE SIGNED:</b>	04/01/2019

**Total Attachments: 5**

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NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of March 29, 2019 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and Bank of America, N.A., as Administrative Agent (the "Administrative Agent") for the holders of the Secured Obligations referenced therein, the undersigned Obligor has granted a continuing security interest in and a right to set off against the trademarks and trademark applications shown below to the Administrative Agent for the ratable benefit of the holders of the Secured Obligations:

TRADEMARKS

<u>Trademark No.</u>	<u>Description of Trademark Item</u>	<u>Date of Trademark</u>
	See <u>Schedule 1</u> attached hereto	

TRADEMARK APPLICATIONS

<u>Trademark Applications No.</u>	<u>Description of Trademark Applied for</u>	<u>Date of Trademark Applications</u>
	See <u>Schedule 1</u> attached hereto	

The undersigned Obligor and the Administrative Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

GALLUP, INC.

By: 

Name: James Reuben Krieger

Title: Chief Financial Officer

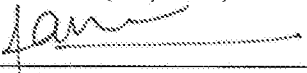
By: 

Name: Jane E. Miller

Title: President and Chief Operating Officer

Acknowledged and Accepted:

BANK OF AMERICA, N.A., as Administrative Agent

By: 

Name: Alok Jain

Title: Senior Vice President

Schedule 1

Gallup, Inc.  
(Delaware corporation)

U.S. Trademarks

Trademark Registrations

Mark	Reg. No.	Reg. Date
Design Only	5326710	11/07/17
GALLUP EXCHANGE	5164721	03/21/17
CLIFTONSTRENGTHS	5164719	03/21/17
EP10	5112097	01/03/17
CE3	5107570	12/27/16
WOO	4829198	10/06/15
STRATEGIC	4829197	10/06/15
SIGNIFICANCE	4829196	10/06/15
FOCUS	4829195	10/06/15
EMPATHY	4829194	10/06/15
DISCIPLINE	4829193	10/06/15
DELIBERATIVE	4829192	10/06/15
CONSISTENCY	4829191	10/06/15
ARRANGER	4829190	10/06/15
GALLUP BUSINESS JOURNAL	4417205	10/15/13
STRENGTHSQUEST	4311900	04/02/13
STRENGTHSEXPLORER	3216532	03/06/07
GALLUP PRESS	3158034	10/17/06
CLIFTON STRENGTHSFINDER	3124464	08/01/06
INCLUDER	3033196	12/20/05
GALLUP	3004998	10/04/05
DEVELOPER	2999289	09/20/05
ACTIVATOR	2974710	07/19/05
COMPETITION	2974708	07/19/05
IDEATION	2946850	05/03/05
INPUT	2946849	05/03/05
HUMANSIGMA	2942580	04/19/05
THE GALLUP PATH	2942443	04/19/05
CE11	2931114	03/08/05
HARMONY	2928364	02/22/05
INDIVIDUALIZATION	2928363	02/22/05
POSITIVITY	2926018	02/08/05
SELF-ASSURANCE	2926017	02/08/05
ACHIEVER	2926016	02/08/05
CONTEXT	2923602	02/01/05
RESPONSIBILITY	2901933	11/09/04
BELIEF	2901932	11/09/04
COMMAND	2901931	11/09/04
CONNECTEDNESS	2901930	11/09/04

RELATOR	2900894	11/02/04
ADAPTABILITY	2900893	11/02/04
ANALYTICAL	2900892	11/02/04
COMMUNICATION	2900891	11/02/04
FUTURISTIC	2898346	10/26/04
INTELLECTION	2898345	10/26/04
LEARNER	2898344	10/26/04
MAXIMIZER	2898343	10/26/04
GALLUP MANAGEMENT JOURNAL	2565129	04/30/02
Q12	2563327	04/23/02
Q12	2549170	03/19/02
GMJ	2546586	03/12/02
STRENGTHS FINDER	2332049	03/21/00
GALLUP	2242387	05/04/99
SRI	1918266	09/12/95
VARSITY MANAGEMENT	1828534	03/29/94
THE GALLUP POLL	1266004	01/31/84