

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM522399

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SORENSEN MEDIA, INC.		02/13/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	THE NIELSEN COMPANY (US), LLC		
<b>Street Address:</b>	85 Broad Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10004		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2235065	SORENSEN VIDEO	
<b>Registration Number:</b>	2714373	SORENSEN SQUEEZE	
<b>Registration Number:</b>	2729675	SORENSEN MEDIA	
<b>Registration Number:</b>	2769101	SORENSEN SPARK	
<b>Registration Number:</b>	3250180	SQUEEZE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2123101895		
<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>	212 626 4242		
<b>Email:</b>	nyctrademarks@bakermckenzie.com		
<b>Correspondent Name:</b>	Lindsey E. Utrata		
<b>Address Line 1:</b>	452 Fifth Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10018		
<b>ATTORNEY DOCKET NUMBER:</b>	10007153/50398353		
<b>NAME OF SUBMITTER:</b>	Lindsey E. Utrata		
<b>SIGNATURE:</b>	/LEU/		
<b>DATE SIGNED:</b>	05/07/2019		
<b>Total Attachments: 3</b>			

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## TRADEMARK ASSIGNMENT

This Trademark Assignment is delivered pursuant to the Closing under that certain Asset Purchase Agreement (the "Purchase Agreement") dated as of February 13, 2019, between Sorenson Media, Inc., a Delaware corporation, as the "Seller," and The Nielsen Company (US), LLC, a Delaware limited liability company, as the "Purchaser." Capitalized terms used in this Trademark Assignment without definition have the respective meanings given to them in the Purchase Agreement

The Seller has delivered this instrument signed by the Seller to enable the Purchaser to file it with any appropriate Governmental Authority to indicate ownership of Intellectual Property described below and for the other purposes set forth in this instrument. This instrument supplements and is in addition to all other rights of the Purchaser under the Purchase Agreement and other instruments of transfer delivered in connection with the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt of which the Seller acknowledges, and by signing and delivering this instrument, the Seller sells, assigns, transfers, conveys, and delivers to the Purchaser all of the Seller's right, title, and interest in and to:

(a) the registered and unregistered trademarks, service marks and trade names and applications for registration of trademarks and service marks specifically listed in Annex A to this Trademark Assignment (collectively, the "Marks"); and

(b) the following properties and rights with respect to all Marks so listed in Annex A:

(i) all goodwill associated with the business related to the Marks together with all rights to use, license and otherwise exploit the Marks;

(ii) any and all registered Marks and applications for registration of the United States that have been or may be granted or filed, respectively, with respect to such Marks;

(iii) all foreign Marks that may claim priority based on and correspond to the Marks listed in Annex A;

(iv) all income, royalties, damages, and payments hereafter due or payable to the Seller with respect to the Marks, including without limitation unpaid damages and payments for past, present, and future infringements of any Mark;

(v) all rights in and under the Marks to the fullest extent allowed by law as fully as the Seller would have held the same in the absence of this assignment; and

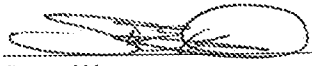
(vi) all rights to sue and recover damages and payments for past, present, and future infringements or dilution of any of the Marks, including the right to fully and entirely replace the Seller in all related matters.

This assignment is made in connection with the sale of the business to which the Marks relate. As of the date set forth below, the Purchaser has succeeded to all right, title, and standing of the Seller to: (a) receive all rights and benefits pertaining to the Marks and related rights described above and (b) commence, prosecute, defend and settle all claims and take all actions that the Purchaser, in its sole discretion, may elect in relation to the Marks described above. This Trademark Assignment (a) is irrevocable and effective upon the Seller's signature to and delivery of a manually signed copy of this instrument or facsimile or email transmission of the signature to this instrument in connection with the

Closing, if and only if the Closing is completed, (b) benefits and binds the parties to the Purchase Agreement and their respective successors and assigns, (c) does not modify or affect, and is subject to, the provisions of the Purchase Agreement and (d) may be signed in counterparts as provided in Article 12 of the Purchase Agreement.

The undersigned has signed this Trademark Assignment on February 13, 2019.

**Sorenson Media, Inc.**

By:   
Name: Scott Klossner  
Title: Chief Financial Officer

Acknowledgement of Sorenson Media, Inc.

STATE OF UTAH )  
 ) ss  
COUNTY OF SALT LAKE )

The foregoing instrument was acknowledged before me this 13<sup>th</sup> day of February, 2019 by Scott Klossner, as Chief Financial Officer of Sorenson Media, Inc., a Delaware corporation, on behalf of said corporation.

Witness my hand and official seal.

Notary Public Nancy B. Lahey  
My commission expires: 9/27/2020



**ANNEX A TO TRADEMARK ASSIGNMENT**

	<b><u>Trademark #</u></b>	<b><u>Trademark</u></b>
1	US TM 2,235,065	Sorenson Video
2	US TM 2,714,373	Sorenson Squeeze
3	US TM 2,729,675	Sorenson Media
4	US TM 2,769,101	Sorenson Spark
5	US TM 2,843,365	Sorenson Design
6	US TM 3,250,180	Squeeze
7	US TM 3,917,610	Bloom Logo Design
8	US TM 3,920,411	Sorenson 360