

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM526850

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sorenson Media, Inc.		02/13/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	The Nielsen Company (US), LLC		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	5125823	SAVEIT	
Serial Number:	87750549	HONE A SORENSON COMPANY	
Serial Number:	87750544	HONE A SORENSON COMPANY	
Serial Number:	87750540	HONE A SORENSON COMPANY	
Serial Number:	87750537	HONE A SORENSON COMPANY	
Serial Number:	87750536	HONE A SORENSON COMPANY	
Serial Number:	87750533	HONE	
Serial Number:	87750530	HONE	
Serial Number:	87750529	HONE	
Serial Number:	87750521	HONE	
Serial Number:	87750511	HONE	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	2126264242		
Email:	lindsey.ustrata@bakermckenzie.com		
Correspondent Name:	Lindsey E. Utrata		
Address Line 1:	452 Fifth Avenue		
Address Line 2:	Baker & McKenzie LLP		

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TRADEMARK

Address Line 4:	New York, NEW YORK 10018
ATTORNEY DOCKET NUMBER:	50398353
NAME OF SUBMITTER:	Lindsey E. Utrata
SIGNATURE:	/LEU/
DATE SIGNED:	06/07/2019
Total Attachments: 2 source=Assignment Doc - Sorenson Media Inc. Trademarks#page1.tif source=Assignment Doc - Sorenson Media Inc. Trademarks#page2.tif	

ASSIGNMENT OF TRADEMARKS

The undersigned, Sorenson Media, Inc., a Delaware corporation, having a mailing address at 215 South State Street, Suite 550, Salt Lake City, Utah 84111 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from The Nielsen Company (US), LLC, a Delaware limited liability company, located at 85 Broad Street, New York, New York 10004 ("Assignee"), and pursuant to a certain Asset Purchase Agreement entered into as of February 13, 2019 by and between Sorenson Media, Inc. on the one hand, and The Nielsen Company (US), LLC on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks").

Said Trademarks to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

Sorenson Media, Inc.

By: 
Name: Gil A. Miller


Title: Chief Restructuring Officer

The Nielsen Company (US), LLC

By: 
Name: Rashmi Raj

Title: Vice President

EXHIBIT A

TRADEMARKS	REG. NO./ APP. NO.
	5125823
HONE A SORENSON COMPANY	87750549
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HONE A SORENSON COMPANY	87750540
HONE A SORENSON COMPANY	87750537
HONE A SORENSON COMPANY	87750536
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