

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM529319

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WPP Properties		06/25/2019	Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	Kantar LLC		
Street Address:	3 World Trade Center, 175 Greenwich Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10007		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 40			
Property Type	Number	Word Mark	
Serial Number:	86698530	VR INFINITY	
Serial Number:	77547464	THE FUTURES COMPANY	
Serial Number:	88123629	STAN KANTAR'S ANALYTICS PRACTICE'S AI TO	
Registration Number:	4299610	BRANDZ	
Registration Number:	2212452	BUSINESS PUBLICATION ADVERTISING SOURCE	
Registration Number:	2690022	BUSINESS PUBLICATION ADVERTISING SOURCE	
Registration Number:	4050019	CHARACTERLAB	
Registration Number:	4050018	CHARACTERLAB	
Registration Number:	4485549	CULTURAL TRACTION	
Registration Number:	2205172	DIRECT MARKETING LIST SOURCE	
Registration Number:	2620528	DIRECT MARKETING LIST SOURCE	
Registration Number:	2534201	DIRECTNET	
Registration Number:	2860949	EMMA	
Registration Number:	2759650	EVALIANT	
Registration Number:	1505113	FOCUS SUITES	
Registration Number:	2149876	KANTAR	
Registration Number:	4180970	KANTAR MEDIA	
Registration Number:	4216293	KANTAR MEDIA	
Registration Number:	4073382	KANTAR RETAIL IQ	

CH \$1015.00 86698530

Property Type	Number	Word Mark
Registration Number:	4210877	KANTAR SHOPCOM
Registration Number:	3096981	MARKET OPPORTUNITY REPORTER
Registration Number:	2932111	MARKETADVISOR
Registration Number:	5489866	MARKETPLACE IGNITION
Registration Number:	2888970	MEDIAWATCH
Registration Number:	5305498	MOTIVEMIX
Registration Number:	2668200	NEWSPAPER ADVERTISING SOURCE
Registration Number:	2208363	NEWSPAPER ADVERTISING SOURCE
Registration Number:	4680069	PINNAKLE
Registration Number:	4218683	SHOPCOM
Registration Number:	3953761	SHOPPERSCAPE
Registration Number:	1685263	SRDS
Registration Number:	0272605	STANDARD RATE & DATA SERVICE
Registration Number:	2037419	STRADEGY
Registration Number:	2750950	WHERE MEDIA DECISIONS ARE MADE
Registration Number:	1740974	AD\$PENDER
Registration Number:	3377647	ADGOOROO
Registration Number:	3370532	ADSCOPE
Registration Number:	4344347	BRANDZ
Registration Number:	4291235	MYSURVEY
Registration Number:	2208404	TV & CABLE SOURCE

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

Address Line 1: Davis & Gilbert LLP, 1740 Broadway

Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER: 23770-0004-000

NAME OF SUBMITTER: Jeffrey C. Katz

SIGNATURE: /Jeffrey C. Katz/

DATE SIGNED: 06/26/2019

Total Attachments: 5

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TRADEMARK ASSIGNMENT

WHEREAS, WPP Properties, a Delaware partnership, with an address of 100 Park Avenue, New York, New York 10017 USA (hereinafter "Assignor"), is the owner of the marks set forth on Schedules A and B attached (the "Marks") and the corresponding United States Patent and Trademark Office applications and registrations for said Marks:

WHEREAS, Kantar LLC, a Delaware limited liability company, with an address of 100 Park Avenue, New York, New York 10017 USA (hereinafter "Assignee"), is the successor to the business or the portion of business of Assignor, which is ongoing and existing, to which the Marks pertain, and is desirous of acquiring said Marks and said applications and registrations therefor, and the goodwill of the business in connection therewith.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks, and said applications and registrations therefor, and all rights to damages or profits, due or accrued, arising out of past infringement of said Marks or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

IN WITNESS WHEREOF, this assignment has been executed to be effective as of the 25 day of JUNE, 2019.

ASSIGNOR
WPP Properties

ASSIGNEE
Kantar LLC

By: *Kevin Farewell*
Print Name: Kevin Farewell
Title: Secretary

By: *Kevin Farewell*
Print Name: Kevin Farewell
Title: Secretary

SCHEDULE A

<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
VR INFINITY	86/698,530	20-Jul-15
THE FUTURES COMPANY	77/547464	14-Aug-08
STAN Kantar's Analytics Practice's AI toolki	88/123629	19-Sept-18

SCHEDULE B

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BRANDZ Stylised	4299610	5-Mar-13
BUSINESS PUBLICATION ADVERTISING SOURCE	2212452	22-Dec-98
BUSINESS PUBLICATION ADVERTISING SOURCE	2690022	25-Feb-03
CHARACTERLAB	4050019	1-Nov-11
CharacterLab Device	4050018	1-Nov-11
CULTURAL TRACTION	4485549	18-Feb-14
DIRECT MARKETING LIST SOURCE	2205172	24-Nov-98
DIRECT MARKETING LIST SOURCE	2620528	17-Sep-02
DIRECTNET	2534201	29-Jan-02
EMMA	2860949	6-Jul-04
EVALIANT	2759650	2-Sep-03
FOCUS SUITES	1505113	20-Sep-88
KANTAR	2149876	7-Apr-98
KANTAR MEDIA	4,180,970	24-Jul-12

KANTAR MEDIA Device	4216293	2-Oct-12
KANTAR RETAIL IQ	4073382	20-Dec-11
KANTAR SHOPCOM	4210877	18-Sep-12
MARKET OPPORTUNITY REPORTER	3096981	23-May-06
MARKETADVISOR	2932111	8-Mar-05
MARKETPLACE IGNITION	5489866	12-Jun-18
MEDIAWATCH	2888970	28-Sep-04
MotiveMix	5305498	10-Oct-17
NEWSPAPER ADVERTISING SOURCE	2668200	31-Dec-02
NEWSPAPER ADVERTISING SOURCE	2208363	8-Dec-98
PINNAKLE	4,680,069	27-Jan-15
SHOPCOM	4218683	2-Oct-12
SHOPPERSCAPE	3953761	3-May-11
SRDS	1685263	5-May-92
STANDARD RATE & DATA SERVICE	0272605	8-Jul-30

STRADEGY	2037419	11-Feb-97
WHERE MEDIA DECISIONS ARE MADE	2750950	12-Aug-03
AD\$PENDER	1740974	22-Dec-92
ADGOOROO	3377647	5-Feb-08
AdScope	3370532	15-Jan-08
BRANDZ Stylised	4344347	28-May-13
MySurvey	4291235	19-Feb-13
TV & CABLE SOURCE	2208404	8-Dec-1998