

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM583192

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	MERGER
<b>EFFECTIVE DATE:</b>	04/01/2018

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Visual IQ, Inc.		03/28/2018	Corporation:

## RECEIVING PARTY DATA

<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

## PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	3951597	AUDIENCE IQ
Registration Number:	4726367	IQ DEPLOY
Registration Number:	4776669	IQ DEPLOY
Registration Number:	4089907	IQ ENVOY
Registration Number:	4599484	IQ INSIGHT
Registration Number:	4599483	IQ INSIGHT
Registration Number:	5407224	IQ SAGE
Registration Number:	4106700	IQ SAGE
Registration Number:	5897677	TRUEATTRIBUTION
Serial Number:	87548149	TRUEMETRICS
Registration Number:	3674034	VISUAL IQ
Registration Number:	4931647	VISUAL IQ
Registration Number:	3674035	VISUAL IQ

## CORRESPONDENCE DATA

Fax Number:

*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.*

Email: jennifer.lazala@nielsen.com

OP \$340.00 3951597

**Correspondent Name:** Jennifer Lazala  
**Address Line 1:** 85 Broad Street  
**Address Line 4:** New York, NEW YORK 10004

**NAME OF SUBMITTER:** Jennifer Lazala

**SIGNATURE:** /Jennifer Lazala/

**DATE SIGNED:** 06/26/2020

**Total Attachments: 3**

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# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"VISUAL IQ, INC.", A DELAWARE CORPORATION,  
WITH AND INTO "THE NIELSEN COMPANY (US), LLC" UNDER THE NAME OF "THE NIELSEN COMPANY (US), LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF MARCH, A.D. 2018, AT 8:07 O`CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE FIRST DAY OF APRIL, A.D. 2018.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.



  
Jeffrey W. Bullock, Secretary of State

3587365 8100M  
SR# 20182277744

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 202421588  
Date: 03-29-18

**TRADEMARK**  
**REEL: 006980 FRAME: 0099**

**STATE OF DELAWARE  
CERTIFICATE OF MERGER OF  
DOMESTIC CORPORATION INTO  
DOMESTIC LIMITED LIABILITY COMPANY**

Pursuant to Title 8, Section 264(c) of the Delaware General Corporation Law and Title 6, Section 18-209 of the Limited Liability Company Act, the undersigned limited liability company executed the following Certificate of Merger:

**FIRST:** The name of the surviving limited liability company is The Nielsen Company(US), LLC and the name of the corporation being merged into this surviving limited liability company is Visual IQ, Inc.

**SECOND:** The Agreement of Merger has been approved, adopted, certified, executed and acknowledged by the surviving limited liability company and the merging corporation.

**THIRD:** The name of the surviving limited liability company is The Nielsen Company(US), LLC.

**FOURTH:** The merger is to become effective on April 1, 2018.

**FIFTH:** The Agreement of Merger is on file at 85 Broad St,  
New York, NY 10004, the place of business of the surviving limited liability company.

**SIXTH:** A copy of the Agreement of Merger will be furnished by the surviving limited liability company on request, without cost, to any member of any constituent limited liability company or stockholder of any constituent corporation.

IN WITNESS WHEREOF, said limited liability company has caused this certificate to be signed by an authorized person, the 27<sup>th</sup> day of March A.D., 2018.

By: Emily Epstein  
Authorized Person

Name: Emily Epstein  
Print or Type

Title: Vice President and Secretary