

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM612976

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the erroneous recordal of the assignment and correct owner name to original owner's name previously recorded on Reel 007046 Frame 0812. Assignor(s) hereby confirms the assignment of the entire interest..
RESUBMIT DOCUMENT ID:	900578450

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HARRIS INSIGHTS AND ANALYTICS LLC		11/04/2020	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	HARRIS INSIGHTS AND ANALYTICS LLC
Also Known As:	AKA STAGWELL HARRIS RESEARCH LLC
Street Address:	1700 K STREET NW, SUITE 750
City:	WASHINGTON
State/Country:	D.C.
Postal Code:	20006
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1606674	EQUITREND
Registration Number:	2551588	HARRIS INTERACTIVE
Registration Number:	2711660	HPOL
Registration Number:	2941373	REPUTATION QUOTIENT
Registration Number:	3190600	QUICKQUERY

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.

Phone: 2126264557
Email: lisa.rosaya@bakermckenzie.com
Correspondent Name: Lisa W. Rosaya
Address Line 1: 452 Fifth Avenue
Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER:	10007153-50666021
--------------------------------	-------------------

NAME OF SUBMITTER:	Lisa W. Rosaya
SIGNATURE:	/lwr/
DATE SIGNED:	12/08/2020
Total Attachments: 1 source=EXECUTED-Nielsen-Corrective_Assignment-Harris_Insights_and_Analytics_LL#page1.tif	

DECLARATION IN SUPPORT OF REQUEST FOR CORRECTIVE ASSIGNMENT

On September 8, 2020, an assignment, executed on July 1, 2020, was recorded at Reel/Frame #7046/0812 in connection with Reg. Nos. 1606674 (EQUITREND), 2551588 (HARRIS INTERACTIVE), 2711660 (HPOL), 2941373 (REPUTATION QUOTIENT) and 3190600 (QUICKQUERY). This assignment named the Assignor as "THE NIELSEN COMPANY (US), LLC" and the Assignee as "NIELSEN CONSUMER LLC".

Upon a review of the assignment documents of record at the USPTO, it appears the referenced registrations were assigned from THE NIELSEN COMPANY (US), LLC to HARRIS INSIGHTS AND ANALYTICS LLC on December 30, 2016 and were no longer owned by THE NIELSEN COMPANY (US), LLC as of July 1, 2020, the execution date of the aforementioned assignment.

With the above in mind, HARRIS INSIGHTS AND ANALYTICS LLC is the last correct owner/assignee, and has been and continues to be the owner of the five registrations noted above.

Accordingly, pursuant to TMEP §503.06(c) and in order to correct the above error in the assignment recorded at Reel/Frame #7046/0812, the parties hereby request the owner of these five registrations be corrected in all USPTO databases to be reflect the correct owner as follows:

HARRIS INSIGHTS AND ANALYTICS LLC (aka Stagwell Harris Research LLC), a Delaware limited liability company, with an address of 1700 K Street NW, Suite 750, Washington, D.C. 20006

Attorney of Record for The Nielsen Company (US), LLC and Nielsen Consumer LLC

By: /Lisa W. Rosaya/
Name: Lisa W. Rosaya
Date: November 4 , 2020

Attorney for Harris Insights and Analytics LLC

By: Scott Locke
Name: Scott D. Locke
Date: November 4 , 2020