

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM630972

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Partial Release of Security Interest		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Citibank, N.A.		03/05/2021	Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Affinova, Inc.		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	Corporation: DELAWARE		
Name:	Nielsen Consumer LLC		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	Nielsen Consumer Insights, Inc.		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	Corporation: DELAWARE		
Name:	Nielsen Consumer Neuroscience, Inc.		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 49			
Property Type	Number	Word Mark	
Registration Number:	3931564	POWER SCREENER	

OP \$1240.00 3931564

Property Type	Number	Word Mark
Registration Number:	3744041	NEUROFOCUS
Registration Number:	3805490	COEFFICIENT GENERATOR
Registration Number:	3421532	NEUROFOCUS
Registration Number:	2996825	KEEPING YOUR BUSINESS FRESH
Registration Number:	3052460	PERISHABLES GROUP
Registration Number:	2876716	FRESHWORKS
Registration Number:	3202885	BASES DECISIONPOINT
Registration Number:	2941875	SPECTRA HISPANIQ
Registration Number:	2706279	TDLINX
Registration Number:	2597206	SPECTRA
Registration Number:	2708097	BASES PRICE ADVISOR
Registration Number:	2846930	BASES PRODUCT ADVISOR
Registration Number:	2334638	HOMESCAN
Registration Number:	2471877	WINNING BRANDS
Registration Number:	1897695	RESTAGER
Registration Number:	1751521	SOVA
Registration Number:	1737005	PRE-BASES
Registration Number:	1380148	SPACEMAN
Registration Number:	1206443	BASES
Registration Number:	1164868	SCANTRACK
Registration Number:	5787849	UNLEASH THE POWER OF DATA TO DRIVE GROWT
Serial Number:	88781174	TOTAL CONSUMER
Serial Number:	88662784	SHAPING A SMARTER MARKET
Serial Number:	88220862	SMARTSTORE
Serial Number:	87118614	THE SCIENCE BEHIND WHAT'S NEXT
Serial Number:	77623712	POWER SCREENER
Serial Number:	76254309	AFFINNOVA
Serial Number:	77719998	NEUROFOCUS
Serial Number:	77693057	COEFFICIENT GENERATOR
Serial Number:	77639405	NEUROFOCUS
Serial Number:	77119755	NEUROFOCUS
Serial Number:	76605121	KEEPING YOUR BUSINESS FRESH
Serial Number:	76605122	PERISHABLES GROUP
Serial Number:	76538939	FRESHWORKS
Serial Number:	78644208	BASES DECISIONPOINT
Serial Number:	78365896	SPECTRA HISPANIQ
Serial Number:	76286865	TDLINX
Serial Number:	76148046	SPECTRA

Property Type	Number	Word Mark
Serial Number:	76033606	BASES PRICE ADVISOR
Serial Number:	76013877	BASES PRODUCT ADVISOR
Serial Number:	75526334	HOMESCAN
Serial Number:	75460440	WINNING BRANDS
Serial Number:	74395848	RESTAGER
Serial Number:	74289277	SOVA
Serial Number:	74262819	PRE-BASES
Serial Number:	73379792	SPACEMAN
Serial Number:	73246843	BASES
Serial Number:	73239033	SCANTRACK

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: 2126834120
Email: luis.rodriguez@unitedcorporate.com
Correspondent Name: Elaine Carrera
Address Line 1: 32 Old Slip
Address Line 2: C/O CAHILL GORDON & REINDEL LLP
Address Line 4: NEW YORK, NEW YORK 10005

NAME OF SUBMITTER:	ELAINE CARRERA
SIGNATURE:	/ELAINE CARRERA/
DATE SIGNED:	03/10/2021

Total Attachments: 14

- source=Nielsen - Project Indy - Trademark Release#page1.tif
- source=Nielsen - Project Indy - Trademark Release#page2.tif
- source=Nielsen - Project Indy - Trademark Release#page3.tif
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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Citibank, N.A.

- Individual(s)
- Partnership
- Corporation- State: _____
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) USA

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) March 5, 2021

- Assignment
- Security Agreement
- Other Partial Release of Security Interest
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Affinova, Inc.

Street Address: 85 Broad Street

City: New York

State: NY

Country: USA Zip: 10004

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship USA-DE
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text
See Schedule A

B. Trademark Registration No.(s)
See Schedule A

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Elaine Carrera, Senior Paralegal

Internal Address: _____

Street Address: c/o Cahill Gordon & Reindel LLP,
32 Old Slip

City: New York

State: NY Zip: 10005

Phone Number: (212) 701-3365

Docket Number: _____

Email Address: ecarrera@cahill.com

6. Total number of applications and registrations involved:

49

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ _____

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:

Elaine Carrera
Signature

March 5, 2021
Date

Elaine Carrera

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

14

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Addendum to Cover Page of Trademarks Form Cover Sheet

2. Name and address of receiving party(ies)

Nielsen Consumer Insights, Inc.
85 Broad Street
New York, NY 10004
Corporation: Citizenship – USA – DE

Nielsen Consumer Neuroscience, Inc.
85 Broad Street
New York, NY 10004
Corporation: Citizenship – USA – CA

Nielsen Consumer LLC
85 Broad Street
New York, NY 10004
Limited Liability Company: Citizenship – USA – DE

PARTIAL RELEASE OF SECURITY INTEREST IN TRADEMARKS

This PARTIAL RELEASE OF SECURITY INTEREST IN TRADEMARKS (this “Partial Release”), dated as of March 5, 2021 (the “Effective Date”), is made by CITIBANK, N.A., in its capacity as Collateral Agent (the “Agent”), in favor of the grantors party identified on the signature page hereto (the “Grantors”).

WHEREAS, pursuant to that certain Intellectual Property Security Agreement, dated as of August 9, 2006, by and among the Agent, the Grantors and certain other parties thereto (as amended and restated as of June 23, 2009 and as otherwise amended, amended and restated, supplemented or otherwise modified from time to time, the “Security Agreement”), the Grantors granted to the Agent, in its capacity as Collateral Agent, a security interest in and to certain collateral;

WHEREAS, pursuant to the Security Agreement, the Grantors executed and delivered that certain Supplement IP Security Agreement, dated as of June 4, 2020 (the “IP Security Agreement”), which was recorded with the United States Patent and Trademark Office on June 8, 2020 at Reel/Frame 7040/0001, Supplement IP Security Agreement, dated as of October 23, 2015 (the “IP Security Agreement”), which was recorded with the United States Patent and Trademark Office on November 30, 2015 at Reel/Frame 5678/0392, and IP Security Agreement, dated as of July 11, 2008, recorded on July 15, 2008 at Reel/Frame 3815/0769;

WHEREAS, in reliance of Nielsen Finance LLC’s representations, warranties and certifications concerning the transactions referenced in that certain Officer’s Certificate dated the date hereof, the Agent has agreed to release, discharge, terminate and cancel its security interest in certain specified collateral.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Agent hereby agrees as follows:

1. Defined Terms. All capitalized terms used, but not otherwise defined herein, shall have the respective meanings ascribed in or otherwise referenced in the Security Agreement or the IP Security Agreement, as applicable.

2. Partial Release. The Agent, without representation or warranty of any kind, hereby releases, discharges, terminates and cancels all of its security interest in and to the trademark registrations set forth in Schedule A attached hereto, arising under the Security Agreement and the IP Security Agreement (the “Released Collateral”). If and to the extent that the Agent has acquired any right, title or interest in and to the Released Collateral under the Security Agreement or the IP Security Agreement, the Agent, without representation or warranty of any kind, hereby re-transfers, re-conveys and re-assigns such right, title or interest to the Grantors.

3. Limitation. This Partial Release is applicable only and solely with respect to the Released Collateral and to no other collateral arising under the Security Agreement or the IP Security Agreement (the “Retained Collateral”). The Agent retains all security interests, liens, rights, titles and interests pledged and granted to the Agent under the Security Agreement and the IP Security Agreement with respect to all such Retained Collateral, and the Agent’s security interest, liens, rights, titles and interests in such Retained Collateral shall not, and shall not be deemed to, be impaired, interrupted or otherwise modified in any respect by this Partial Release.

4. Further Assurances. The Agent agrees to take all further actions, and provide to the Grantors and its successors, assigns or other legal representatives, all such cooperation and assistance (including,

without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by the Grantors, at the Grantors' sole cost and expense, to more fully and effectively effectuate the purposes of this Partial Release.

5. Governing Law. This Partial Release shall be construed in accordance with and governed by the law of the State of New York.

[Signature Page Follows]

IN WITNESS WHEREOF, the Agent has caused this Partial Release to be executed by its duly authorized representative as of the Effective Date:

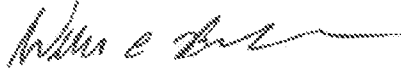
CITIBANK, N.A., acting in its capacity as
Collateral Agent

By: 
Name: Keith Lukasavich
Title: Vice President

Acknowledged and agreed:

AFFINNOVA, INC., as Grantor


By:



Name: William C. Bradley
Title: Senior Vice President and Treasurer

NIELSEN CONSUMER INSIGHTS, INC., as Grantor

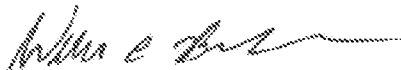
By:



Name: William C. Bradley
Title: Senior Vice President and Treasurer

NIELSEN CONSUMER NEUROSCIENCE, INC., as
Grantor

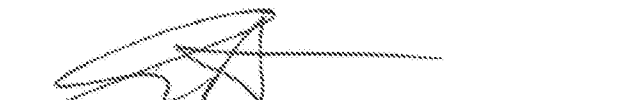
By:



Name: William C. Bradley
Title: Senior Vice President and Treasurer

NIELSEN CONSUMER LLC, as Grantor

By:

A handwritten signature in black ink, appearing to read 'Eric M. Rubenstein', is written over a horizontal line. The signature is stylized and somewhat abstract.

Name: Eric M. Rubenstein

Title: President

SCHEDULE A

Released Collateral

**Supplement IP Security Agreement, dated as of June 4, 2020 , recorded on June 8, 2020 at
Reel/Frame 7040/0001**

Owners	Mark Name	Country	Registrati on Number	Status	Application Number
Affinova, Inc.	AFFINNOVA	Russian Federation	483042	Registered	2012701764
Affinova, Inc.	AFFINNOVA	Russian Federation	483043	Registered	2012701765
Nielsen Consumer Insights	GLOBALSYNCH	Canada	802,986	Registered	1,403,047
Nielsen Consumer Insights	GLOBALSYNCH	Hong Kong	30115779 7	Registered	301157797
Nielsen Consumer Insights	GLOBALSYNCH	Singapore	T0809280 D	Registered	T0809280D
Nielsen Consumer Insights	HPOL	Internation al	729904	Registered	729904
Nielsen Consumer Insights	HPOL	Norway	729904	Registered	
Nielsen Consumer Insights	HPOL	Switzerlan d	729904	Registered	
Nielsen Consumer Insights	HPOL	Turkey	729904	Registered	
Nielsen Consumer Neuroscience	BRAIN MAKES BEHAVIOR	Japan	5232863	Registered	2008-066787
Nielsen Consumer Neuroscience	MYND	India		Application	2180538
Nielsen Consumer Neuroscience	neuro FOCUS and Design	Japan	5371694	Registered	2008-067620

Owners	Mark Name	Country	Registration Number	Status	Application Number
Nielsen Consumer Neuroscience	NEUROFOCUS	India	1823679	Registered	1823679
Nielsen Consumer Neuroscience	NEUROFOCUS (Design)	Australia	1,295,668	Registered	1,295,668
Nielsen Consumer Neuroscience	NEUROFOCUS (Design)	Germany (Federal Republic of)	302009016867	Registered	302009016867.9
Nielsen Consumer Neuroscience	NEUROFOCUS (Design)	India	1822237	Registered	1822237
Nielsen Consumer Neuroscience	NEUROFOCUS (Design)	Japan	5375077	Registered	2009-031929
Nielsen Consumer Neuroscience	NEUROFOCUS (Design)	Korea, Republic of (KR)	0202262	Registered	2009-0008813
Nielsen Consumer Neuroscience	NEUROFOCUS (Design)	United Kingdom	2514424	Registered	2514424
Nielsen Consumer Neuroscience	NEUROFOCUS (Stylized)	India	1976130	Registered	1976130
Nielsen Consumer Neuroscience	NEUROLAB	Australia	1,295,180	Registered	1,295,180
Nielsen Consumer Neuroscience	NEUROLAB	Canada	TMA785,007	Registered	1,435,311
Nielsen Consumer Neuroscience	NEUROLAB	Germany (Federal Republic of)	302009016866	Registered	302009016866.0
Nielsen Consumer Neuroscience	NEUROLAB	India	1812435	Registered	1812435
Nielsen Consumer Neuroscience	NEUROLAB	Japan	5300983	Registered	2009-031928

Owners	Mark Name	Country	Registration Number	Status	Application Number
Nielsen Consumer Neuroscience	NEUROLAB	United Kingdom	2514497	Registered	2514497
Nielsen Consumer Neuroscience	NEUROLAB	Korea, Republic of (KR)	0203151	Registered	2009-0008627
Nielsen Consumer Neuroscience	SUBCONSCIOUS RESONANCE	India	1836974	Registered	1836974
Nielsen Consumer Neuroscience	TOTAL CUSTOMER EXPERIENCE	Japan	5232872	Registered	2008-067546
Nielsen Consumer Neuroscience	TOTAL CUSTOMER EXPERIENCE	Japan	5232873	Registered	2008-067547
Nielsen Consumer Neuroscience	WAVESPOT	Japan	5208891	Registered	2008-067541
Nielsen Consumer Neuroscience	Wavespot and Design	Japan	5208893	Registered	2008-067550
Nielsen Consumer LLC	TOTAL CONSUMER	USA	N/A	Pending (ITU)	88781174
Nielsen Consumer LLC	SHAPING A SMARTER MARKET	USA	N/A	Pending (ITU)	88662784
Nielsen Consumer LLC	UNLEASH THE POWER OF DATA TO DRIVE GROWTH	USA	5787849	Registered	88222957
Nielsen Consumer LLC	SMARTSTORE	USA	N/A	Pending (ITU)	88220862
Nielsen Consumer LLC	THE SCIENCE BEHIND WHAT'S NEXT	USA	6091220	Registered	87118614
Nielsen Consumer LLC	NEUROFOCUS	USA	3744041	Registered	77719998
Nielsen Consumer LLC	COEFFICIENT GENERATOR	USA	3805490	Registered	77693057

Owners	Mark Name	Country	Registration Number	Status	Application Number
Nielsen Consumer LLC	NEUROFOCUS	USA	3733470	Registered	77639405
Nielsen Consumer LLC	POWER SCREENER	USA	3931564	Registered	77623712
Nielsen Consumer LLC	NEUROFOCUS	USA	3421532	Registered	77119755
Nielsen Consumer LLC	BASES DECISIONPOINT	USA	3202885	Registered	78644208
Nielsen Consumer LLC	KEEPING YOUR BUSINESS FRESH	USA	2996825	Registered	76605121
Nielsen Consumer LLC	PERISHABLES GROUP	USA	3052460	Registered	76605122
Nielsen Consumer LLC	SPECTRA HISPANIQ	USA	2941875	Registered	78365896
Nielsen Consumer LLC	FRESHWORKS	USA	2876716	Registered	76538939
Nielsen Consumer LLC	TDLINX	USA	2706279	Registered	76286865
Nielsen Consumer LLC	AFFINNOVA	USA	2738066	Registered	76254309
Nielsen Consumer LLC	SPECTRA	USA	2597206	Registered	76148046
Nielsen Consumer LLC	BASES PRICE ADVISOR	USA	2708097	Registered	76033606
Nielsen Consumer LLC	BASES PRODUCT ADVISOR	USA	2846930	Registered	76013877
Nielsen Consumer LLC	HOMESCAN	USA	2334638	Registered	75526334

Owners	Mark Name	Country	Registration Number	Status	Application Number
Nielsen Consumer LLC	WINNING BRANDS	USA	2471877	Registered	75460440
Nielsen Consumer LLC	RESTAGER	USA	1897695	Registered	74395848
Nielsen Consumer LLC	SOVA	USA	1751521	Registered	74289277
Nielsen Consumer LLC	PRE-BASES	USA	1737005	Registered	74262819
Nielsen Consumer LLC	SPACEMAN	USA	1380148	Registered	73379792
Nielsen Consumer LLC	BASES	USA	1206443	Registered	73246843
Nielsen Consumer LLC	SCANTRACK	USA	1164868	Registered	73239033

**Supplement IP Security Agreement, dated as of October 23, 2015, recorded on November 30, 2015
at Reel/Frame 5678/0392**

Owners	Mark Name	Country	Registration Number	Status	Application Number
Nielsen Consumer LLC	NEUROFOCUS	USA	3744041	Registered	77719998
Nielsen Consumer LLC	COEFFICIENT GENERATOR	USA	3805490	Registered	77693057
Nielsen Consumer LLC	NEUROFOCUS	USA	3733470	Registered	77639405
Nielsen Consumer LLC	NEUROFOCUS	USA	3421532	Registered	77119755

Owners	Mark Name	Country	Registration Number	Status	Application Number
Nielsen Consumer LLC	KEEPING YOUR BUSINESS FRESH	USA	2996825	Registered	76605121
Nielsen Consumer LLC	PERISHABLES GROUP	USA	3052460	Registered	76605122
Nielsen Consumer LLC	FRESHWORKS	USA	2876716	Registered	76538939

IP Security Agreement, dated as of July 11, 2008, recorded on July 15, 2008 at Reel/Frame 3815/0769

Owners	Mark Name	Country	Registration Number	Status	Application Number
Nielsen Consumer LLC	BASES DECISIONPOINT	USA	3202885	Registered	78644208
Nielsen Consumer LLC	SPECTRA HISPANIQ	USA	2941875	Registered	78365896
Nielsen Consumer LLC	TDLINX	USA	2706279	Registered	76286865
Nielsen Consumer LLC	SPECTRA	USA	2597206	Registered	76148046
Nielsen Consumer LLC	BASES PRICE ADVISOR	USA	2708097	Registered	76033606
Nielsen Consumer LLC	BASES PRODUCT ADVISOR	USA	2846930	Registered	76013877
Nielsen Consumer LLC	HOMESCAN	USA	2334638	Registered	75526334
Nielsen Consumer LLC	WINNING BRANDS	USA	2471877	Registered	75460440
Nielsen Consumer LLC	RESTAGER	USA	1897695	Registered	74395848

Owners	Mark Name	Country	Registration Number	Status	Application Number
Nielsen Consumer LLC	SOVA	USA	1751521	Registered	74289277
Nielsen Consumer LLC	PRE-BASES	USA	1737005	Registered	74262819
Nielsen Consumer LLC	SPACEMAN	USA	1380148	Registered	73379792
Nielsen Consumer LLC	BASES	USA	1206443	Registered	73246843
Nielsen Consumer LLC	SCANTRACK	USA	1164868	Registered	73239033