

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM627845

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Nielsen Precima, Inc.		02/23/2021	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Nielsen Consumer 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		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3423374	PRECIMA	
<b>Registration Number:</b>	3423888	PRECIMA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2123101659		
<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>			
<b>Phone:</b>	2126264557		
<b>Email:</b>	NYCTrademarks@bakermckenzie.com		
<b>Correspondent Name:</b>	Lisa W. Rosaya		
<b>Address Line 1:</b>	452 Fifth Avenue		
<b>Address Line 2:</b>	Baker & McKenzie LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10018		
<b>ATTORNEY DOCKET NUMBER:</b>	50666021		
<b>NAME OF SUBMITTER:</b>	Lisa W. Rosaya		
<b>SIGNATURE:</b>	/Lisa W. Rosaya/		
<b>DATE SIGNED:</b>	02/23/2021		
<b>Total Attachments: 3</b>			
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source=Precima- Global Trademark Assignment From Nielsen Precima Inc- to Nielsen Consumer LLC#page2.tif			
source=Precima- Global Trademark Assignment From Nielsen Precima Inc- to Nielsen Consumer LLC#page3.tif			

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## ASSIGNMENT OF TRADEMARKS

The undersigned, Nielsen Precima, Inc., a Delaware corporation having an address at 1209 Orange Street, Wilmington, Delaware 19801 (“Assignor”), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from Nielsen Consumer LLC, a Delaware limited liability company, having an address at 85 Broad Street, New York, New York 10004 (“Assignee”), on this 23<sup>rd</sup> day of February 2021, 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 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.

Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee, and do other lawful acts necessary to carry out the intent of this Assignment, as well as provide such documents, materials, information, and assistance as Assignee may consider necessary to carry out the intent of this Assignment. This Assignment constitutes the entire agreement between the parties and supersedes any prior understandings, agreements, or representations by or between the parties, written or oral, to the extent they relate to the Trademarks.

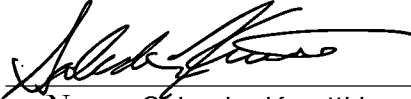
This Assignment shall be binding upon Assignor and all of Assignor’s successors and assigns, and shall be binding upon and inure to the benefit of Assignee and its successors and assigns.

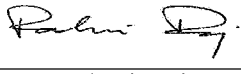
This Assignment shall be construed, interpreted, and applied in accordance with the laws of the New York without regard to its conflict of law principles.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment, each through its authorized representative, as of the date shown below.

Nielsen Precima, Inc.

Nielsen Consumer LLC

By: 

By: 

Name: Salvador Karotki

Name: Rashmi Raj

Title: SVP

Title: Vice President

Date: February 23, 2021

Date: February 23, 2021

# EXHIBIT A

Mark Name	Country	Application Number	International Class	Registration Number
PRECIMA	United States of America	76/672,435	35	3,423,374
PRECIMA	Brazil	840379412	35	840379412
PRECIMA	Canada	1333521	35	TMA717016
PRECIMA & Design	United States of America	77/183,092	35	3,423,888
PRECIMA & Design	Brazil	840379420	35	840379420
PRECIMA & Design	Canada	1347753	35	TMA717164