

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM678117

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	06/25/2019		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WPP Properties		09/29/2021	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: 2			
Property Type	Number	Word Mark	
Registration Number:	4074945	DIRECT HEAT	
Registration Number:	4820938	ADSCOPE	
CORRESPONDENCE DATA			
Fax Number:	2124684888		
<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>			
Phone:	2124684800		
Email:	jkatz@dglaw.com, jharris@dglaw.com, tsuhay@dglaw.com		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	1675 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	32256-1-000		
NAME OF SUBMITTER:	Jeffrey C. Katz		
SIGNATURE:	/Jeffrey C. Katz/		
DATE SIGNED:	09/30/2021		
Total Attachments: 2			
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NUNC PRO TUNC ASSIGNMENT IN THE U.S. TRADEMARK OFFICE

WHEREAS, WPP Properties, a Delaware partnership, with an address of 3 World Trade Center, 175 Greenwich Street, New York, New York 10007 USA (hereinafter, “Assignor”), is the owner of the marks listed below, which are the subject of the following registrations in the United States Patent and Trademark Office:

Marks	Reg. No.	Reg. Date
DIRECT HEAT	4074945	December 20, 2011
ADSCOPE	4820938	September 29, 2015


WHEREAS, Kantar LLC, a Delaware limited liability company, with an address of 3 World Trade Center, 175 Greenwich Street, New York, New York 10007 USA (hereinafter, “Assignee”), was desirous of acquiring said marks and said registrations thereof and the accompanying goodwill; and

WHEREAS, pursuant to the terms of an agreement effective as of June 25, 2019 between Assignor and Assignee, Assignor did intend to irrevocably transfer, convey, assign, and deliver to Assignee all of Assignor’s right, title and interest in, to and under said marks and all goodwill associated therewith, and the aforesaid registrations, and all related rights, privileges, claims, causes of action and options that might be asserted by Assignor in respect of said marks (collectively, the “OK.”).

NOW, THEREFORE, the parties intend to confirm that, effective June 25, 2019, the said marks and all goodwill associated therewith, and the aforesaid registrations, and all related Rights, were transferred from Assignor to Assignee.

IN WITNESS WHEREOF, this Assignment has been executed on the dates below to be effective as of June 25, 2019.

WPP Properties

By: 
Paul Stasiulis (Sep 29, 2021 10:51 EDT)

[Signature]

Paul Stasiulis

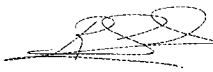
[Signatory's name]

SVP, Tax Counsel

[Signatory's title]

September 29, 2021

Kantar LLC

By: 

[Signature]

Roel Smits

[Signatory's name]

CFO

[Signatory's title]

September 30, 2021