

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM690329

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/03/2020		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pricing Excellence		11/03/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	The NPD Group, Inc.		
Street Address:	900 West Shore Road		
City:	Port Washington		
State/Country:	NEW YORK		
Postal Code:	11050		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5254936	DATA LADDER	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2127159108		
Email:	rjurist@kramerlevin.com		
Correspondent Name:	Kramer Levin Naftalis & Frankel LLP		
Address Line 1:	1177 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	074437-00002		
NAME OF SUBMITTER:	Rachel M. Jurist		
SIGNATURE:	/Rachel M. Jurist/		
DATE SIGNED:	11/24/2021		
Total Attachments: 1			
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NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, Pricing Excellence, LLC, a Connecticut limited liability company, having an address at 25 Farmstead Lane, Suffield, CT 06078 (“Assignor”), owns the DATA LADDER trademark (the “Trademark”) and the following trademark registration in the United States:

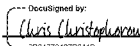
<u>Trademark</u>	<u>Reg. No.</u>	<u>Registration Date</u>
DATA LADDER	5,254,936	August 1, 2017

WHEREAS, The NPD Group, Inc., a New York corporation, having an address at 900 West Shore Road, Port Washington, NY 11050 (“Assignee”) is desirous of acquiring all of Assignor’s right, title and interest in, to and under the Trademark, along with all registrations for the Trademark, any and all renewals, and the applicable portion of the ongoing and existing business with which the Trademark is used and all associated goodwill in the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, nunc pro tunc as of the date below, all right, title and interest in, to and under the Trademark and all registrations for the Trademark, and any and all renewals, together with the applicable portion of the ongoing and existing business with which the Trademark is used, and the goodwill of the business symbolized by the Trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of the Trademark to be held and enjoyed by said Assignee for its own use and benefit and for the use and benefit of its successors and assigns as fully and as entirely as the same would have been held and enjoyed by Assignor had the assignment not been made.

IN WITNESS WHEREOF, Assignor has duly executed this nunc pro tunc trademark assignment and caused it to be effective as of November 3, 2020.

Pricing Excellence, LLC

By:  _____
Name: Chris Christophorou
Title: Vice President