

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM726652

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	01/13/2022		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Milo Acquisition Sub LLC		01/12/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
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		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	5264595	ACUMEN	
Registration Number:	5264594		
Registration Number:	5274965	SLICE WATCH	
Registration Number:	5264593		
Registration Number:	5264592	SLICE & DICE	
Registration Number:	5274964	SLICE DROPS	
Registration Number:	5250355		
Registration Number:	5264589		
Registration Number:	5034347	SLICE INTELLIGENCE	
Registration Number:	4115966	SLICE	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	212 626 4557		
Email:	nyctrademarks@bakermckenzie.com		
Correspondent Name:	Lisa W. Rosaya		
Address Line 1:	452 Fifth Avenue		

CH \$265.00 5264595

Address Line 2: Baker & McKenzie LLP
Address Line 4: New York, NEW YORK 10018

NAME OF SUBMITTER: Lisa W. Rosaya

SIGNATURE: /LWR/

DATE SIGNED: 05/09/2022

Total Attachments: 4

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Delaware

The First State

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I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"MILO ACQUISITION SUB LLC", A DELAWARE LIMITED LIABILITY COMPANY,

WITH AND INTO "NIELSEN CONSUMER LLC" UNDER THE NAME OF "NIELSEN CONSUMER LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE THIRTEENTH DAY OF JANUARY, A.D. 2022, AT 12:05 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

7887828 8100M
SR# 20220116122

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 202393525
Date: 01-13-22

TRADEMARK
REEL: 007716 FRAME: 0011

CERTIFICATE OF MERGER

OF

MILO ACQUISITION SUB LLC

(a Delaware limited liability company)

WITH AND INTO

NIELSEN CONSUMER LLC

(a Delaware limited liability company)

Pursuant to Title 6, Section 18-209 of the Delaware Limited Liability Company Act (the "DLLCA"), Nielsen Consumer LLC, a Delaware limited liability company (the "Company"), hereby certifies the following information relating to the merger (the "Merger") of Milo Acquisition Sub LLC, a Delaware limited liability company ("Milo"), with and into the Company:

FIRST: The name and state of incorporation or formation of each of the Company and Milo, which are the constituent companies (the "Constituent Companies") in the Merger, are as follows:

<u>Name</u>	<u>State of Incorporation or Formation</u>
Nielsen Consumer LLC	Delaware
Milo Acquisition Sub LLC	Delaware

SECOND: The Agreement and Plan of Merger, dated as of January 12, 2022, by and between Milo and the Company (the "Merger Agreement"), setting forth the terms and conditions of the Merger, has been approved, adopted, certified, executed and acknowledged by each of the Constituent Companies in accordance with Section 18-209 of the DLLCA.

THIRD: The company surviving the Merger is Nielsen Consumer LLC (the "Surviving Company") and the name of the Surviving Company shall remain "Nielsen Consumer LLC".

FOURTH: The certificate of formation of the Company as in effect immediately prior to the effective time of the Merger shall be the certificate of formation of the Surviving Company.

FIFTH: The executed Merger Agreement is on file at an office of the Surviving Company, the address of which is as follows:

Nielsen Consumer LLC
200 W. Jackson Blvd.
Chicago, IL 60606

SIXTH: A copy of the Merger Agreement will be furnished by the Surviving Company, on request and without cost, to any stockholder or limited liability company member of either of the Constituent Companies.

SEVENTH: This Certificate of Merger shall be effective upon its filing with the Office of the Secretary of State of the State of Delaware.

[signature page follows]

IN WITNESS WHEREOF, the Company has caused this Certificate of Merger to be executed by its duly authorized officer on this 12th day of January, 2022.

Nielsen Consumer LLC

By: 
Name: Eric Rubenstein
Title: President

[Signature page to the Certificate of Merger]