

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM743683

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| UNROLLME LLC | | 05/24/2022 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | NIELSEN CONSUMER LLC | | |
| Street Address: | 200 W Jackson Blvd F1 26 | | |
| City: | Chicago | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60606 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5045290 | UNROLL.ME | |
| Registration Number: | 5085432 | UNROLL.ME | |
| 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 | | |
| Address Line 2: | Baker & McKenzie LLP | | |
| Address Line 4: | New York, NEW YORK 10018 | | |
| ATTORNEY DOCKET NUMBER: | 10139928/50846779 | | |
| NAME OF SUBMITTER: | LISA W. ROSAYA | | |
| SIGNATURE: | /lwr/ | | |
| DATE SIGNED: | 07/26/2022 | | |
| Total Attachments: 2 | | | |
| source=Assignment from Unrollme LLC to Nielsen Consumer LLC#page1.tif | | | |
| source=Assignment from Unrollme LLC to Nielsen Consumer LLC#page2.tif | | | |

CH \$65.00 5045290

ASSIGNMENT OF TRADEMARKS

The undersigned, **UNROLLME LLC**, a Delaware limited liability company, having an address of 222 Broadway, 19th Floor, New York, New York 10038, (“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 of 200 W Jackson Blvd Fl 26, Chicago, IL 60606 (“Assignee”), on this 24th day of May 2022, 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:

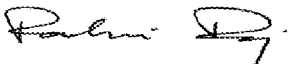
the U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the “Trademarks”).

Said Trademarks to be held and enjoyed by Assignee, 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.

UNROLLME LLC

NIELSEN CONSUMER LLC

By: 
Name: Rashmi Raj
Title: Vice President
Date: 5-24-2022

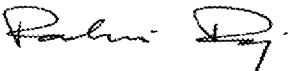
By: 
Name: Rashmi Raj
Title: Vice President
Date: 5-24-2022

EXHIBIT A

| REG. NO. | TRADEMARKS |
|----------|------------|
| 5045290 | UNROLL.ME |
| 5085432 | UNROLL.ME |