

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM814781

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Market Track, LLC d/b/a Numerator		05/26/2023	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Competitive Media Reporting, LLC		
Doing Business As:	DBA Vivvix		
Street Address:	401 Merritt 7		
City:	Norwalk		
State/Country:	CONNECTICUT		
Postal Code:	06851		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75594378	COMPETITRACK	
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:	2023524043		
Email:	meric.sar@vivvix.com		
Correspondent Name:	Meric Sar, Associate General Counsel		
Address Line 1:	175 Greenwich Street		
Address Line 2:	35th Floor		
Address Line 4:	New York, NEW YORK 10007		
NAME OF SUBMITTER:	Meric Sar		
SIGNATURE:	/Meric Sar/		
DATE SIGNED:	06/02/2023		
Total Attachments: 1			
source=Competitrack Trademark Assignment Certification Letter - signed#page1.tif			

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ASSIGNMENT OF TRADEMARK CERTIFICATION LETTER

We, the undersigned,

- (i) Market Track, LLC, d/b/a Numerator, a limited liability company duly organized and existing under the laws of the State of Delaware, and having its principal place of business at 24 E. Washington St., Suite 1200 Chicago, IL 60602 (“**Assignor**”), and
- (ii) Competitive Media Reporting, LLC d/b/a Vivvix, a limited liability company duly organized and existing under the laws of the State of New York, and having its principal place of business at 175 Greenwich St, New York, NY 10007 (“**Assignee**”), together the “Parties”

hereby certify the assignment of the “Competitrack” trademark specified below (the “**Mark**”) together with all the applicable rights, titles, guarantees, good will and interests for good and valuable consideration acknowledged by the Parties as of the date hereof (the “**Assignment**”).

Mark	Status	Appl. No.	File Date	Reg. No.	Reg. Date
COMPETITRACK	Registered	2311441	11/24/1998	2311441	01/25/2000

We respectfully request your Office to update the registration of the Mark to reflect the Assignment, by designating the Assignee, Competitive Media Reporting, LLC, d/b/a Vivvix as the lawful owner of the Mark. For any inquiries, please contact legal@vivvix.com.

ASSIGNOR:

Market Track, LLC, d/b/a Numerator

By: 
Regan Garrett (May 24, 2023 11:31 CDT)


Name: Regan Garrett

Title: CFO

Date: May 24, 2023

ASSIGNEE:

Competitive Media Reporting, LLC d/b/a Vivvix

By: 
Christopher Martin (May 26, 2023 09:26 EDT)

Name: Christopher Martin

Title: Finance Director

Date: May 26, 2023