

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM826448

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Information Resources, Inc.		03/07/2023	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Circana, Inc.		
<b>Street Address:</b>	203 N. LaSalle Street, Suite 1500		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60601		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 29</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5516548	DIGITALINK	
<b>Registration Number:</b>	5237145	ECONOLINK	
<b>Registration Number:</b>	5122845	E-MARKET INSIGHTS	
<b>Registration Number:</b>	4836299	GROWTH DELIVERED.	
<b>Registration Number:</b>	5442129	IMPACT	
<b>Registration Number:</b>	5015587	IRI	
<b>Registration Number:</b>	5015586	IRI	
<b>Registration Number:</b>	4932530	IRI	
<b>Registration Number:</b>	5457134	IRI LIFT	
<b>Registration Number:</b>	6269554	IRI MARKETING FORESIGHT	
<b>Registration Number:</b>	5093778	LIQUID DATA	
<b>Registration Number:</b>	6907877	LIQUID INTELLIGENCE	
<b>Registration Number:</b>	6019259	MARKETING FORESIGHT	
<b>Registration Number:</b>	5938483	MEDIA ADVANTAGE	
<b>Registration Number:</b>	5835024	METRICS THAT MATTER	
<b>Registration Number:</b>	5236306	MILLENNIALINK	
<b>Registration Number:</b>	5237147	NUTRILINK	
<b>Registration Number:</b>	5255213	ON-PREMISE ADVANTAGE	
<b>Registration Number:</b>	4976089	PROSCORES	

OP \$740.00 5516548

Property Type	Number	Word Mark
Registration Number:	6091465	RSI
Registration Number:	6091464	RSI
Registration Number:	5769013	SCANSCAPE
Registration Number:	5769017	SCANSCAPE
Registration Number:	5442127	SHOPPERSIGHTS
Registration Number:	5495051	SILVERLINK
Registration Number:	5473334	SOCIAL ADVANTAGE
Registration Number:	5399029	UNIFY
Registration Number:	4991201	
Registration Number:	5639792	

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 4023466000

**Email:** trademarks.stephenson@kutakrock.com

**Correspondent Name:** Patrick C. Stephenson

**Address Line 1:** 1650 Farnam Street

**Address Line 4:** Omaha, NEBRASKA 68102

<b>NAME OF SUBMITTER:</b>	Patrick C. Stephenson
<b>SIGNATURE:</b>	/Patrick C. Stephenson/
<b>DATE SIGNED:</b>	07/24/2023

**Total Attachments: 2**  
source=Circana Name Change#page1.tif  
source=Circana Name Change#page2.tif

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION**

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

**FIRST:** That at a meeting of the Board of Directors of Information Resources, Inc.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:


**RESOLVED,** that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered " 1 " so that, as amended, said Article shall be and read as follows:

The name of the corporation is: Circana, Inc.

**SECOND:** That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

**THIRD:** That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

**IN WITNESS WHEREOF,** said corporation has caused this certificate to be signed this 7th day of March, 20 22.

By:  \_\_\_\_\_  
Authorized Officer  
Title: Assistant Secretary

Name: Ryan P. Casey  
Print or Type

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 08:09 AM 03/07/2023  
FILED 08:09 AM 03/07/2023  
SR 20230889293 - File Number 938231

**TRADEMARK  
REEL: 008141 FRAME: 0920**

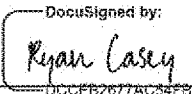
# STATE OF DELAWARE CERTIFICATE OF CORRECTION

Circana, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware.

**DOES HEREBY CERTIFY:**

- The name of the corporation is Circana, Inc.
- That a Certificate of Amendment of Cert of Incorporation  
(Title of Certificate Being Corrected)  
was filed by the Secretary of State of Delaware on March 7, 2023  
and that said Certificate requires correction as permitted by Section 103 of the General Corporation Law of the State of Delaware.
- The inaccuracy or defect of said Certificate is: (must be specific)  
The Certificate was erroneously signed with the incorrect year listed in the date of signing.
- Article (Last line) of the Certificate is corrected to read as follows:  
IN WITNESS WHEREOF, said Corporation has caused this certificate to be signed this 7th day of March, 2023.

IN WITNESS WHEREOF, said corporation has caused this Certificate of Correction this 18th day of July, A.D. 2023.

By:  Authorized Officer  
Name: Ryan P. Casey  
Print or Type  
Title: Assistant Secretary

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 06:21 PM 07/18/2023  
FILED 06:21 PM 07/18/2023

**TRADEMARK**

**REEL: 008141 FRAME: 0921**

**RECORDED: 07/24/2023**