

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM832980

<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>
THE NPD GROUP, L.P.		03/07/2023	Limited Partnership: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CIRCANA GROUP, L.P.		
<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>	Limited Partnership: DELAWARE		
<b>PROPERTY NUMBERS Total: 29</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2043676	BEAUTYTRENDS	
<b>Registration Number:</b>	2753695	BOOKSCAN	
<b>Registration Number:</b>	2891620	CAR CARE TRACK	
<b>Registration Number:</b>	4029920	CONNECTED INTELLIGENCE	
<b>Registration Number:</b>	1052129	CREST	
<b>Registration Number:</b>	3182851	CREST ONSITE	
<b>Registration Number:</b>	5254936	DATA LADDER	
<b>Registration Number:</b>	4154994	DECISIONKEY	
<b>Registration Number:</b>	2808044	DISTRIBUTOR TRACK	
<b>Registration Number:</b>	3560834	EEDAR	
<b>Registration Number:</b>	1997166	EUROTOYS	
<b>Registration Number:</b>	3555142	GAMEPULSE	
<b>Registration Number:</b>	1770387	NATIONAL EATING TRENDS	
<b>Registration Number:</b>	1754173	NET	
<b>Registration Number:</b>	5731405	NPD	
<b>Registration Number:</b>	5731406	NPD	
<b>Registration Number:</b>	1682876	NPD INSIGHTS	
<b>Registration Number:</b>	1852223	NPD POWERVIEW	
<b>Registration Number:</b>	1930986	NPD POWERVIEW	
		<b>TRADEMARK</b>	

OP \$740.00 2043676

Property Type	Number	Word Mark
Registration Number:	2851119	NPD.COM
Registration Number:	5122867	PATH TO CONSUMPTION
Registration Number:	4650240	RECEIPTPAL
Registration Number:	1861967	RECOUNT
Registration Number:	2167739	SALESTRACK
Registration Number:	2368758	SNACKTRACK
Registration Number:	3638646	SUPPLYTRACK
Registration Number:	3281788	SWEEPLAND
Registration Number:	3220156	VIDEOSCAN
Registration Number:	4429280	VIP VOICE

**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>	08/18/2023

**Total Attachments: 1**  
source=Circana Group, L.P. fka The NPD Group, L.P. - Delaware Amendment of Certificate of LP filed 3-8-2023#page1.tif

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 01:54 PM 03/08/2023  
FILED 01:54 PM 03/08/2023  
SR 20230913052 - File Number 6411450

**STATE OF DELAWARE  
AMENDMENT TO THE CERTIFICATE OF  
LIMITED PARTNERSHIP**

The undersigned, desiring to amend the Certificate of Limited Partnership pursuant to the provisions of Section 17-202 of the Revised Uniform Limited Partnership Act of the State of Delaware, does hereby certify as follows:

FIRST: The name of the Limited Partnership is The NPD Group, L.P.

SECOND: Article 1 of the Certificate of Limited Partnership shall be amended as follows:

The name of the Partnership shall be Circana Group, L.P. or such other name as the General Partner may from time to time hereafter designate.

IN WITNESS WHEREOF, the undersigned executed this Amendment to the Certificate of Limited Partnership on this 7th day of March, A.D. 2023.

DocuSigned by:  
  
54962F637679403

By: \_\_\_\_\_  
General Partner(s) The NPD Group GP, LLC

Name: Susan E. Bennett, VP & Secretary

Print or Type