

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM858986

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GfK Custom Research, LLC		11/29/2023	Limited Liability Company: DELAWARE
GfK US Holdings, Inc.		11/29/2023	Corporation: DELAWARE
GfK US, LLC		11/29/2023	Limited Liability Company: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Bank of America, N.A., as administrative and collateral agent
<b>Street Address:</b>	900 W. Trade Street
<b>Internal Address:</b>	Gateway Village-900 Building
<b>City:</b>	Charlotte
<b>State/Country:</b>	NORTH CAROLINA
<b>Postal Code:</b>	28255
<b>Entity Type:</b>	National Banking Association: UNITED STATES

## PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	6068888	GFK AUTOMOBILITY
Registration Number:	6029278	PUBLIC PULSE
Registration Number:	5975525	TRENDKEY
Registration Number:	5745481	MOOD OF THE WORLD
Registration Number:	3845057	FUTURE BUY
Registration Number:	3282481	ADNORMS
Registration Number:	3001584	AGROTRAK
Registration Number:	3001585	EZTRAK
Registration Number:	3197076	BVT
Registration Number:	2419266	GLOBAL PULSE
Registration Number:	2363832	GREEN GAUGE
Registration Number:	999641	ROPER REPORTS
Registration Number:	1000152	ROPER REPORTS

## CORRESPONDENCE DATA

TRADEMARK

REEL: 008280 FRAME: 0651

900819290

CH \$340.00 6068888

**Fax Number:** 2028357586

*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:** 2028357500

**Email:** dcip@milbank.com

**Correspondent Name:** Javier J. Ramos, Esq.

**Address Line 1:** 1850 K Street, NW, Suite 1100

**Address Line 2:** Milbank, LLP

**Address Line 4:** Washington, D.C. 20006

<b>ATTORNEY DOCKET NUMBER:</b>	37199.00034
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<b>NAME OF SUBMITTER:</b>	Javier J. Ramos
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<b>SIGNATURE:</b>	/Javier J. Ramos/
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<b>DATE SIGNED:</b>	12/06/2023
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**Total Attachments: 7**

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT is entered into as of November 29, 2023, (this "Agreement"), by GfK Custom Research, LLC, a Delaware limited liability company, GfK US Holdings, Inc., a Delaware corporation and GfK US, LLC, a Delaware limited liability company (each, a "Grantor"), in favor of Bank of America, N.A. ("BofA"), as administrative agent and collateral agent (in such capacities, the "Administrative Agent") for the Secured Parties.

Reference is made to that certain US Pledge and Security Agreement, dated as of March 5, 2021 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time and in effect on the date hereof, the "Security Agreement"), among the US Loan Parties party thereto and the Administrative Agent. The Lenders (as defined in the Credit Agreement) have extended credit to the Borrowers (as defined in Credit Agreement (as defined below)) subject to the terms and conditions set forth in that certain Credit Agreement, dated as of March 5, 2021 (as amended, restated, amended and restated, supplemented or otherwise modified and in effect on the date hereof, the "Credit Agreement"), by and among AI PAVE Dutchco III B.V., a private company with limited liability (*besloten vennootschap met beperkte aansprakelijkheid*) organized under the laws of the Netherlands ("Holdings"), Intermediate Dutch Holdings B.V., a private company with limited liability (*besloten vennootschap met beperkte aansprakelijkheid*) organized under the laws of the Netherlands ("Intermediate Dutch Holdings"), Indy US Holdco, LLC, a Delaware limited liability company ("US Top Borrower"), Indy US Bidco, LLC, a Delaware limited liability company ("US Bidco" and, prior to the consummation of the Closing US Merger, the US Borrower), Nielsen Consumer, Inc., a Delaware corporation (the "US Target" and, following the consummation of the Closing US Merger, the US Borrower), Indy Dutch Bidco B.V., a private company with limited liability (*besloten vennootschap met beperkte aansprakelijkheid*) organized under the laws of the Netherlands ("Dutch Borrower"), the Revolving Borrowers from time to time party thereto, the Lenders from time to time party thereto, the Issuing Banks from time to time party thereto and BofA in its capacities as administrative agent for the Lenders and collateral agent for the Secured Parties (in such capacities and together with its successors and assigns, the "Administrative Agent") and as an Issuing Bank and the Swingline Lender. Consistent with the requirements set forth in Sections 4.01 and 5.12 of the Credit Agreement and Section 4.03(c) of the Security Agreement, the parties hereto agree as follows:

SECTION 1. *Terms.* Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the Security Agreement or the Credit Agreement, as applicable, as in effect on the date hereof.

SECTION 2. *Grant of Security Interest.* As security for the prompt and complete payment or performance, as the case may be, in full of the Secured Obligations, each Grantor, pursuant to the Security Agreement, did and hereby does pledge, mortgage, transfer and grant to the Administrative Agent, its successors and permitted assigns, on behalf of and for the ratable benefit of the Secured Parties, a continuing security interest in all of its right, title or interest in, to or under all of the following assets, whether now owned or at any time hereafter acquired by or arising in favor of such Grantor and regardless of where located (collectively, the "IP Collateral"):

- A. all Trademarks, including the Trademark registrations and registration applications in the United States Patent and Trademark Office listed on Schedule I hereto;
- B. all Copyrights, including the Copyright registrations and pending applications for registration in the United States Copyright Office listed on Schedule II; and
- C. all proceeds of the foregoing;

in each case to the extent the foregoing items constitute Collateral.

SECTION 3. *Security Agreement.* The security interests granted to the Administrative Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Administrative Agent pursuant to the Security Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the IP Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the Security Agreement, the terms of the Security Agreement shall govern.


SECTION 4. *Termination or Release.* In connection with any termination or release pursuant to Section 7.12 of the Security Agreement, the Administrative Agent shall promptly execute and deliver to Grantor, at such Grantor's expense, such documents that such Grantor shall reasonably request to evidence and/or effectuate the termination or release of the security interest granted herein.

SECTION 5. *Governing Law.* This Agreement, and any claim, controversy or dispute arising under or related to this Agreement, whether in tort, contract (at law or in equity) or otherwise, shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.

[Signature Pages Follow]

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

GFK CUSTOM RESEARCH LLC

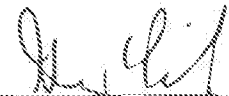
By:   
Name: Gregg Lindner  
Title: President

By: \_\_\_\_\_  
Name: Jana Sweet  
Title: Vice President and Treasurer

GFK US HOLDINGS, INC.

By: \_\_\_\_\_  
Name: Jana Sweet  
Title: President

GFK US, LLC

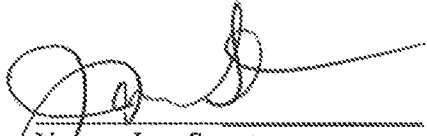
By:   
Name: Gregg Lindner  
Title: President

[Signature Page to Intellectual Property Security Agreement]

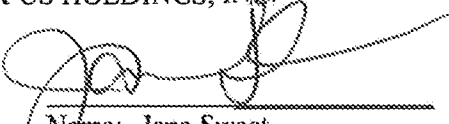
IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

GFK CUSTOM RESEARCH LLC

By: \_\_\_\_\_  
Name: Gregg Lindner  
Title: President

By:  \_\_\_\_\_  
Name: Jana Sweet  
Title: Vice President and Treasurer

GFK US HOLDINGS, INC.

By:  \_\_\_\_\_  
Name: Jana Sweet  
Title: President

GFK US, LLC

By: \_\_\_\_\_  
Name: Gregg Lindner  
Title: President

SCHEDULE I

TRADEMARKS

REGISTERED OWNER	REGISTRATION NUMBER	TRADEMARK
GfK Custom Research, LLC	6068888	GfK AUTOMOBILITY
GfK Custom Research, LLC	6029278	PUBLIC PULSE
GfK Custom Research, LLC	5975525	TRENDKEY
GfK Custom Research, LLC	5745481	MOOD OF THE WORLD
GfK Custom Research, LLC	3845057	FUTURE BUY
GfK US Holdings, Inc.	3282481	ADNORMS
GfK US, LLC	3001584	AGROTRAK
GfK US, LLC	3001585	EZTRAK
GfK Custom Research, LLC	3197076	BVT
GfK Custom Research, LLC	2419266	GLOBAL PULSE
GfK Custom Research, LLC	2363832	GREEN GAUGE
GfK Custom Research, LLC	999641	ROPER REPORTS
GfK Custom Research, LLC	1000152	ROPER REPORTS

TRADEMARK APPLICATIONS

None.

SCHEDULE II

COPYRIGHTS

REGISTERED OWNER	REGISTRATION NUMBER	TITLE
GfK Custom Research, LLC	TX0006497738	"I" kids.
GfK Custom Research, LLC	TX0006549569	Lab time : experimentation and improvisation : in a year of excitement..and frustration.
GfK Custom Research, LLC	TX0006497726	Mood of the world 2005 : a Roper report worldwide.
GfK Custom Research, LLC	CSN0150377	Roper reports. Global pulse.
GfK Custom Research, LLC	TX0006397737	Roper reports. Global pulse.
GfK Custom Research, LLC	CSN0150378	Roper reports monthly client teleconference
GfK Custom Research, LLC	TX0006350514	Roper reports monthly client teleconference
GfK Custom Research, LLC	TX0006397800	Roper reports monthly client teleconference
GfK Custom Research, LLC	TX0006397802	Roper reports monthly client teleconference
GfK Custom Research, LLC	TX0006397801	Roper reports monthly client teleconference
GfK Custom Research, LLC	CSN0150379	Roper reports. Public pulse.
GfK Custom Research, LLC	TX0006238835	Roper reports. Public pulse.
GfK Custom Research, LLC	TX0006253456	Roper reports. Public pulse.
GfK Custom Research, LLC	TX0006253455	Roper reports. Public pulse.
GfK Custom Research, LLC	TX0006344936	Roper reports. Public pulse.
GfK Custom Research, LLC	CSN0151949	Roper Reports. Trend Whys.
GfK Custom Research, LLC	TX0006549568	Roper Reports. Trend Whys.
GfK Custom Research, LLC	TX0006397856	Roper Reports. Trend Whys.
GfK Custom Research, LLC	TX0006412503	Roper reports worldwide : 2005 annual presentation : fusion-fission, the changing face of globalization.



REGISTERED OWNER	REGISTRATION NUMBER	TITLE
GfK Custom Research, LLC	TX0006412504	Roper reports worldwide: Global automotive trends 2005: a world in motion?
GfK Custom Research, LLC	TX0006564733	Roper reports worldwide : global CPG trends in search of health and beauty : May 2, 2005
GfK Custom Research, LLC	CSN0151950	Roper reports worldwide : quarterly teleconference / presented by Hetty Fore.
GfK Custom Research, LLC	TX0006494000	Roper reports worldwide : quarterly teleconference / presented by Hetty Fore.
GfK Custom Research, LLC	TX0006253457	Roper reports. Global pulse.
GfK Custom Research, LLC	TX0006253458	Roper reports. Global pulse.
GfK Custom Research, LLC	TX0006253459	Roper reports. Global pulse.
GfK Custom Research, LLC	TX0006397738	Roper reports. Global pulse.

**COPYRIGHT APPLICATIONS**

None.