

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI19835

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Circana, Inc.		12/19/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Company Name:	Circana, LLC		
Street Address:	203 N. LaSalle Street		
Internal Address:	Suite 1500		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 55			
Property Type	Number	Word Mark	
Registration Number:	5639792		
Registration Number:	5516548	DIGITALINK	
Registration Number:	5237145	ECONOLINK	
Registration Number:	5122845	E-MARKET INSIGHTS	
Registration Number:	4836299	GROWTH DELIVERED.	
Registration Number:	4991201		
Registration Number:	5442129	IMPACT	
Registration Number:	5015586	IRI	
Registration Number:	4932530	IRI	
Registration Number:	5015587	IRI	
Registration Number:	5457134	IRI LIFT	
Registration Number:	6269554	IRI MARKETING FORESIGHT	
Registration Number:	5093778	LIQUID DATA	
Registration Number:	6907877	LIQUID INTELLIGENCE	
Registration Number:	6019259	MARKETING FORESIGHT	
Registration Number:	5938483	MEDIA ADVANTAGE	
Registration Number:	5835024	METRICS THAT MATTER	
Registration Number:	5236306	MILLENNIALINK	

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Property Type	Number	Word Mark
Registration Number:	5237147	NUTRILINK
Registration Number:	4976089	PROSCORES
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
Serial Number:	98176313	ALWAYSON ANALYTICS
Serial Number:	97823710	CIRCANA
Serial Number:	97823736	CIRCANA.
Serial Number:	97823776	CIRCANA.
Serial Number:	98290347	COMPLETE AUDIENCES
Serial Number:	97843037	COMPLETE BEAUTY
Serial Number:	97843028	COMPLETE CONSUMER
Serial Number:	98181954	COMPLETE CONSUMPTION
Serial Number:	98182362	COMPLETE E-COMMERCE
Serial Number:	97843004	COMPLETE ENTERTAINMENT
Serial Number:	97842994	COMPLETE FOOD & BEVERAGE
Serial Number:	98181960	COMPLETE MARKET
Serial Number:	98290348	COMPLETE MEASUREMENT
Serial Number:	97842979	COMPLETE SHOPPER
Serial Number:	97843008	COMPLETE SOLUTIONS
Serial Number:	97843000	COMPLETE STORE
Serial Number:	97843006	COMPLETE SUPPLY
Serial Number:	97842998	COMPLETE WALLET
Serial Number:	98290350	COMPLETE WHY
Serial Number:	98176235	EMIRI
Serial Number:	98238317	HENDRY
Serial Number:	98290797	LIQUID AI
Serial Number:	98176309	LIQUID DATA
Serial Number:	98290804	LIQUID DATA COLLABORATE
Serial Number:	98290806	LIQUID DATA ENGAGE
Serial Number:	98207747	LIQUID DATA GO
Serial Number:	98176775	UNIFY+

CORRESPONDENCE DATA**Fax Number:** 4023461148*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:** Mr. Patrick C. Stephenson**Address Line 1:** Kutak Rock LLP**Address Line 2:** 1650 Farnam St.**Address Line 4:** Omaha, NEBRASKA 68102

ATTORNEY DOCKET NUMBER:	1533401-7
NAME OF SUBMITTER:	ANDREA BLACK
SIGNATURE:	ANDREA BLACK
DATE SIGNED:	02/12/2024

Total Attachments: 3

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source=Circana Inc to Circana LLC - Delaware Certificate (2023-12-19)#page2.tif

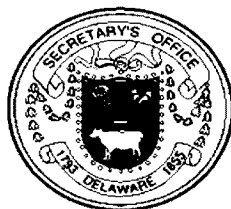
source=Circana Inc to Circana LLC - Delaware Certificate (2023-12-19)#page3.tif


Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "CIRCANA, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "CIRCANA, INC." TO "CIRCANA, LLC", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF DECEMBER, A.D. 2023, AT 12:08 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

938231 8100V
SR# 20234268470

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 204854268
Date: 12-19-23

TRADEMARK
REEL: 008342 FRAME: 0409

**CERTIFICATE OF CONVERSION
TO LIMITED LIABILITY COMPANY**

OF

CIRCANA, INC.

PURSUANT TO SECTION 18-214 OF THE DELAWARE LIMITED LIABILITY COMPANY ACT

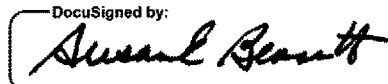
This Certificate of Conversion to Limited Liability Company ("Certificate of Conversion") of Circana, Inc. a Delaware corporation (the "Corporation"), to Circana, LLC, a Delaware limited liability company (the "LLC"), has been duly executed and is being filed by the Corporation to convert the Corporation to the LLC pursuant to and in accordance with the Delaware Limited Liability Company Act and the General Corporation Law of the State of Delaware.

1. The Corporation filed its original certificate of incorporation with the Secretary of State of the State of Delaware and was first incorporated on May 27, 1982 in the State of Delaware, and was incorporated in the State of Delaware immediately prior to the filing of this Certificate of Conversion to Limited Liability Company.
2. The Corporation's name immediately prior to the filing of this Certificate of Conversion was Circana, Inc. The Corporation was a corporation immediately prior to the filing of this Certificate of Conversion.
3. The name of the limited liability company to which the Corporation shall be converted as set forth in its Certificate of Formation is "Circana, LLC".
4. The conversion of the Corporation to the LLC shall be effective upon the filing of this Certificate of Conversion and a Certificate of Formation with the Secretary of State of the State of Delaware.

[signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion on the 19th day of December, 2023.

CIRCANA, INC.

DocuSigned by:


By: F5C573526C1C44D...
Name: Susan E. Bennett
Title: Secretary

[Certificate of Conversion – Circana, Inc.]