

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI20891

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Circana Group, L.P.		12/19/2023	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Company Name:	Circana Group, 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: 28			
Property Type	Number	Word Mark	
Registration Number:	2043676	BEAUTYTRENDS	
Registration Number:	2753695	BOOKSCAN	
Registration Number:	2891620	CAR CARE TRACK	
Registration Number:	4029920	CONNECTED INTELLIGENCE	
Registration Number:	1052129	CREST	
Registration Number:	3182851	CREST ONSITE	
Registration Number:	5254936	DATA LADDER	
Registration Number:	2808044	DISTRIBUTOR TRACK	
Registration Number:	3560834	EEDAR	
Registration Number:	1997166	EUROTOYS	
Registration Number:	3555142	GAMEPULSE	
Registration Number:	1770387	NATIONAL EATING TRENDS	
Registration Number:	1754173	NET	
Registration Number:	5731406	NPD	
Registration Number:	5731405	NPD	
Registration Number:	1682876	NPD INSIGHTS	
Registration Number:	1852223	NPD POWERVIEW	
Registration Number:	1930986	NPD POWERVIEW	
		TRADEMARK	

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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: 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: 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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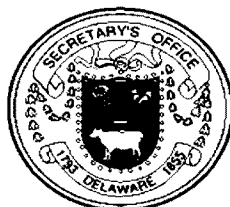
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Delaware

The First State

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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 LIMITED PARTNERSHIP UNDER THE NAME OF "CIRCANA GROUP, L.P." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "CIRCANA GROUP, L.P." TO "CIRCANA GROUP, LLC", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF DECEMBER, A.D. 2023, AT 12:11 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

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SR# 20234268471

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

Authentication: 204854472
Date: 12-19-23

TRADEMARK
REEL: 008342 FRAME: 0587

**CERTIFICATE OF CONVERSION
TO LIMITED LIABILITY COMPANY**

OF

CIRCANA GROUP, L.P.

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 Group, L.P., a Delaware limited partnership (the "LP"), to Circana Group, LLC, a Delaware limited liability company (the "LLC"), has been duly executed and is being filed by the LP to convert the LP to the LLC pursuant to and in accordance with the Delaware Limited Partnership Act and the Delaware Limited Liability Company Act of the State of Delaware.


1. The LP filed its original Certificate of Limited Partnership with the Secretary of State of the State of Delaware and was first formed on November 22, 2021 in the State of Delaware, and was formed in the State of Delaware immediately prior to the filing of this Certificate of Conversion to Limited Liability Company.
2. The LP's name immediately prior to the filing of this Certificate of Conversion was Circana Group, L.P. The LP was a limited partnership immediately prior to the filing of this Certificate of Conversion.
3. The name of the limited liability company to which the LP shall be converted as set forth in its Certificate of Formation is "Circana Group, LLC".
4. The conversion of the LP 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 GROUP, L.P.

By: The NPD Group GP, LLC, a Delaware limited liability company, its General Partner

DocuSigned by:

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