

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI71110

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	06/30/2021		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Byzzer, LLC		06/30/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Company Name:	Nielsen Consumer LLC		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90175589	BYZZER	
CORRESPONDENCE DATA			
Fax Number:			
	<i>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.</i>		
Phone:	212-790-4636		
Email:	lrosaya@manatt.com,ipdocket@manatt.com		
Correspondent Name:	Lisa W. Rosaya		
Address Line 1:	7 Times Square		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	71209-032		
NAME OF SUBMITTER:	RITA ROZEN		
SIGNATURE:	RITA ROZEN		
DATE SIGNED:	03/11/2024		
Total Attachments: 3			
source=Certificate of Merger of Byzzer, LLC with and into Nielsen Consumer LLC#page1.tif			
source=Certificate of Merger of Byzzer, LLC with and into Nielsen Consumer LLC#page2.tif			
source=Certificate of Merger of Byzzer, LLC with and into Nielsen Consumer LLC#page3.tif			

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CERTIFICATE OF MERGER

OF

BYZZER, LLC

(a Delaware limited liability company)

WITH AND INTO

NIELSEN CONSUMER LLC

(a Delaware limited liability company)

Pursuant to Title 6, Section 18-209 of the Delaware Limited Liability Company Act (the “DLLCA”), Nielsen Consumer LLC, a Delaware limited liability company (the “Company”), hereby certifies the following information relating to the merger (the “Merger”) of Byzzzer, LLC, a Delaware limited liability company (“Byzzzer”), with and into the Company:

FIRST: The name and state of incorporation or formation of each of the Company and Byzzzer, which are the constituent companies (the “Constituent Companies”) in the Merger, are as follows:

<u>Name</u>	<u>State of Incorporation or Formation</u>
Nielsen Consumer LLC	Delaware
Byzzzer, LLC	Delaware

SECOND: The Agreement and Plan of Merger, dated as of June 30, 2021, by and between Byzzzer and the Company (the “Merger Agreement”), setting forth the terms and conditions of the Merger, has been approved, adopted, certified, executed and acknowledged by each of the Constituent Companies in accordance with Section 18-209 of the DLLCA.

THIRD: The company surviving the Merger is Nielsen Consumer LLC (the “Surviving Company”) and the name of the Surviving Company shall remain “Nielsen Consumer LLC”.

FOURTH: The certificate of incorporation of the Company as in effect immediately prior to the effective time of the Merger shall be the certificate of incorporation of the Surviving Company.

FIFTH: The executed Merger Agreement is on file at an office of the Surviving Company, the address of which is as follows:

Nielsen Consumer LLC
85 Broad Street
New York, NY 10004

SIXTH: A copy of the Merger Agreement will be furnished by the Surviving Company, on request and without cost, to any stockholder or limited liability company member of either of the Constituent Companies.

SEVENTH: This Certificate of Merger shall be effective upon its filing with the Office of the Secretary of State of the State of Delaware.

[signature page follows]

IN WITNESS WHEREOF, the Company has caused this Certificate of Merger to be executed by its duly authorized officer on this 30th day of June, 2021.

Nielsen Consumer LLC

By: 
Name: Udele Lin
Title: Vice President and Secretary

[Signature page to the Certificate of Merger]

RECORDED: 03/11/2024

TRADEMARK
REEL: 008365 FRAME: 0290