

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ipsos-ASI, Inc.		07/01/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Ipsos-ASI, LLC
Street Address:	615 Elsinore Place
Internal Address:	3rd Floor
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45202
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1575435	ATTENTION/LINKAGE ANALYSIS
Registration Number:	1746006	ASI
Registration Number:	2423356	COPY EFFECT INDEX
Registration Number:	3033917	EMOTI*SCAPE
Registration Number:	3402970	EMOTI*TRACE

CORRESPONDENCE DATA

Fax Number: (202)955-5564
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2024192407
 Email: elizabeth.vary@hklaw.com
 Correspondent Name: Elizabeth F. Vary, Holland & Knight LLP
 Address Line 1: 2099 Pennsylvania Avenue, NW
 Address Line 2: Suite 100
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

OP \$140.00 1575435

NAME OF SUBMITTER:	Elizabeth F. Vary
Signature:	/elizabeth f. vary/
Date:	08/12/2008
Total Attachments: 2 source=ipsosasi_Aug_12_2008_08_00_34_245#page1.tif source=ipsosasi_Aug_12_2008_08_00_34_245#page2.tif	

Delaware

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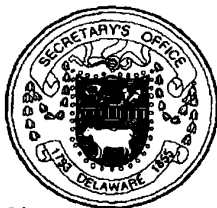
The First State

I, HARRIET SMITH WINDSOR, 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 "IPSOS-ASI, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "IPSOS-ASI, INC." TO "IPSOS-ASI, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF JULY, A.D. 2008, AT 4:13 O'CLOCK P.M.

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080748865

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



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6707744

DATE: 07-03-08

TRADEMARK
REEL: 003833 FRAME: 0078

**CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A LIMITED LIABILITY COMPANY
PURSUANT TO SECTION 18-214 OF THE
LIMITED LIABILITY COMPANY ACT**

1. The name of the corporation is Ipsos-ASI, Inc.
2. The date on which the original Certificate of Incorporation was filed with the Secretary of State was January 5, 1998.
3. The name of the limited liability company into which the corporation is herein being converted is Ipsos-ASI, LLC.
4. The conversion has been approved in accordance with the provisions of Section 18-214 of the Limited Liability Company Act of the State of Delaware.

IPSOS-ASI, INC.

By: Debra D. Mason
Name: Debra Mason
Title: Vice President & Treasurer

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