

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Synovate, Inc.		09/13/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Ipsos-Insight, LLC		
Street Address:	1600 Stewart Avenue		
Internal Address:	Suite 500		
City:	Westbury		
State/Country:	NEW YORK		
Postal Code:	11590		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2616948	BRANDVISION	
CORRESPONDENCE DATA			
Fax Number:	2029555564		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	kimberly.hoover@hklaw.com		
Correspondent Name:	Kimberly Hoover		
Address Line 1:	800 17th Street NW		
Address Line 2:	Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	525354-00000		
NAME OF SUBMITTER:	Ruth L. Lansner		
Signature:	/Ruth L. Lansner/		
Date:	09/20/2012		
Total Attachments: 1 source=brandvision assignment_09_20_2012_15_50_45_145#page1.tif			

OP \$40.00 2616948

**ASSIGNMENT OF TRADEMARK**

WHEREAS, SYNOVATE, INC., a Delaware corporation (the "ASSIGNOR") is the owner of the trademark BRANDVISION and U.S. trademark registration No. 2,616,948 (collectively the "Trademark").

WHEREAS, IPSOS-INSIGHT, LLC, a Delaware limited liability company, (the "ASSIGNEE"), and ASSIGNOR have agreed to the sale to the ASSIGNEE of the Trademark together with the goodwill of the business in which the trademark is used.

NOW, THEREFORE, in consideration of the sum of U.S. \$10.00 and other good and valuable consideration, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE, all of ASSIGNOR'S right, title and interest in and to the Trademark together with the goodwill of the business in which the trademark is used. This assignment includes all of the ASSIGNOR's rights to enforce and sue for, and to receive monetary damages and equitable relief for, infringements of the Trademark which occurred prior to the date of this assignment.

ASSIGNOR retains no ownership rights in the Trademark and rights transferred to ASSIGNEE by this assignment.

This assignment is effective as of September 13, 2012.

SYNOVATE, INC.

By: 

Name: MARK P. CAMPBELL

Title: VP