

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313272

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Conversion and Name Change		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kantar Health Inc.		12/31/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kantar Health LLC		
Street Address:	100 Park Avenue c/o WPP Group USA, Inc.		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Serial Number:	86134739	CANCERNSIGHT	
Registration Number:	4168607	MARKET SHARE ARCHITECT	
Registration Number:	3357704	CANCERINSIGHT	
Registration Number:	3184681	CANCERMPACT	
Registration Number:	2881506		
Registration Number:	2890271	KEYMD	
Registration Number:	2837273		
Registration Number:	3603263	CANCERNFLUENCE	
Registration Number:	3573168	MATTSONJACK	
Registration Number:	3283396	KEYMD	
Registration Number:	2677733	FORECAST ARCHITECT	
Registration Number:	2649338	EPI DATABASE	
Registration Number:	2528025	FORECAST ARCHITECT	
Registration Number:	2329213	EPI DATABASE	
CORRESPONDENCE DATA			
Fax Number:	2124684800		
<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:	2124684800		
Email:	jkatz@dglaw.com		
TRADEMARK			

CH \$365.00 86134739

Correspondent Name: Jeffrey C. Katz
Address Line 1: Davis & Gilbert LLP, 1740 Broadway
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER: 020380-0001-000 (ASG CJH)

NAME OF SUBMITTER: Jeffrey C. Katz

SIGNATURE: /Jeffrey C. Katz/

DATE SIGNED: 08/07/2014

Total Attachments: 3

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Delaware

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The First State

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 "KANTAR HEALTH INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "KANTAR HEALTH INC." TO "KANTAR HEALTH LLC", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF DECEMBER, A.D. 2013, AT 3:19 O'CLOCK P.M.

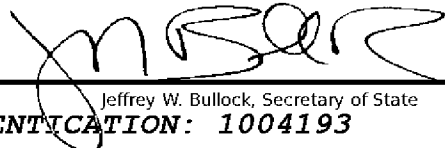
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2013, AT 12 O'CLOCK P.M.

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


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1004193

DATE: 12-20-13

TRADEMARK
REEL: 005338 FRAME: 0995

CERTIFICATE OF CONVERSION

CONVERTING

**KANTAR HEALTH INC.
(a Delaware Corporation)**

TO

**KANTAR HEALTH LLC
(a Delaware Limited Liability Company)**

Kantar Health Inc., the corporation that is converting to a Delaware limited liability company (the "Converting Corporation"), and Kantar Health LLC, the continuing Delaware limited liability company (the "LLC"), hereby certify that:

1. Name of Converting Corporation. The name of the Converting Corporation immediately prior to the filing of this Certificate of Conversion was "Kantar Health Inc."

2. Date and Jurisdiction of Incorporation of Converting Corporation. The date on which, and the jurisdiction where, the Converting Corporation was incorporated are as follows:

<u>Date</u>	<u>Jurisdiction</u>
April 16, 2001	Delaware

3. Name of Converted Limited Liability Company. The name of the Delaware limited liability company to which the Converting Corporation has been converted and the name set forth in the Certificate of Formation of the Company, filed in accordance with Section 18-214(b) of the Delaware Limited Liability Company Act, is "Kantar Health LLC".

4. Approval of Conversion. The conversion of the Converting Corporation to the LLC has been approved in accordance with the provisions of Section 266 of the General Corporation Law of the State of Delaware.

5. Effectiveness. This Certificate of Conversion shall become effective at **12:00 pm** December 31, 2013.

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Conversion as of December ~~20~~, 2013.

KANTAR HEALTH INC.

By: /s/ KEVIN FAREWELL
Name: Kevin Farewell
Title: Assistant Secretary

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RECORDED: 08/07/2014

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