TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323653

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Nielsen National Research Group, Inc.		11/18/2014	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	The Nielsen Company (US), 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: 2

Property Type	Number	Word Mark
Registration Number:	2297418	MOVIEVIEW
Registration Number:	2264364	NRG

CORRESPONDENCE DATA

Fax Number: 2128135901

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: 212.813.5900
Email: assignments@fzlz.com
Correspondent Name: Tamar Niv Bessinger
Address Line 1: Fross Zelnick Lehrman & Zissu, P.C.
Address Line 2: 866 United Nations Plaza
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	NSEC 1409353
NAME OF SUBMITTER:	Tamar Niv Bessinger
SIGNATURE:	/joseph gerber/
DATE SIGNED:	11/19/2014

Total Attachments: 2
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ASSIGNMENT

WHEREAS, Nielsen National Research Group, Inc., a corporation organized and existing under the laws of California, located at 6255 Sunset Boulevard, 19th Floor, Hollywood, California 90028 ("**Assignor**"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, The Nielsen Company (US), LLC, a limited liability company organized and existing under the laws of Delaware, located at 85 Broad Street, New York, NY 10004 ("**Assignee**"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Nielsen National Research Group, Inc.

By: _____

Name: Wang Su

Title: Vice President

Date of Signature: 11/18/2014

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Schedule

TRADEMARK	APP. NO.	REG. NO.
MOVIEVIEW	75/411,961	2297418
NRG	75/411,963	2264364

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