

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323668

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|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| The Cambridge Group, Inc. | | 11/18/2014 | CORPORATION: DELAWARE |
| 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: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4221147 | THE CAMBRIDGE GROUP | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2128135901 | | |
| <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: | 212 813 5900 | | |
| Email: | assignments@fzlj.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: | /anca nicolescu/ | | |
| DATE SIGNED: | 11/19/2014 | | |
| Total Attachments: 1 | | | |
| source=Executed assignment - The Cambridge Group (F1579308x96B9E)#page1.tif | | | |

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ASSIGNMENT

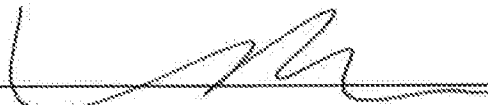
WHEREAS, **The Cambridge Group, Inc.**, a corporation organized and existing under the laws of Delaware, located at 227 West Monroe Street, Suite 3200, Chicago, Illinois 60606 ("Assignor"), is the owner of the following trademarks (hereinafter, the "Trademarks");

| TRADEMARK | REGISTRATION NO. |
|---------------------|------------------|
| THE CAMBRIDGE GROUP | 4221147 |

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.

The Cambridge Group, Inc.

By: 

Name: Wang Su

Title: Vice President

Date of Signature: 11/18/2014

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