

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323670

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NeuroFocus, 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: 10			
Property Type	Number	Word Mark	
Serial Number:	85226604	MYND	
Serial Number:	85255070	MYNDMETRICS	
Serial Number:	85255077	MYNDRATINGS	
Registration Number:	3773024	NBASE	
Registration Number:	3773023	NEUROBASE	
Registration Number:	3744041	NEUROFOCUS	
Registration Number:	3421532	NEUROFOCUS	
Registration Number:	3733470	NEUROFOCUS	
Registration Number:	3709302	NEUROTAGS	
Registration Number:	3871724	TCE	
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		

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ATTORNEY DOCKET NUMBER:	NSEC 1409353
NAME OF SUBMITTER:	Tamar Niv Bessinger
SIGNATURE:	/anca nicolescu/
DATE SIGNED:	11/19/2014
Total Attachments: 2 source=Executed assignment - NeuroFocus (F1579312x96B9E)#page1.tif source=Executed assignment - NeuroFocus (F1579312x96B9E)#page2.tif	

ASSIGNMENT

WHEREAS, NeuroFocus, Inc., a corporation organized and existing under the laws of California, located at 1200 5th Street, Berkeley, California 94710 ("**Assignor**"), is the owner of the trademarks 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 as part of the acquisition of the ongoing and related business of the Assignor.

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.

NeuroFocus, Inc.

By: _____

Name: Wang Su

Title: Vice President

Date of Signature: 11/18/2014

Schedule

TRADEMARK	APP. NO.	REG. NO.
MYND	85/226,604	
MYNDMETRICS	85/255,070	
MYNDRATINGS	85/255,077	
NBASE	77/649,626	3773024
NEUROBASE	77/649,622	3773023
NEUROFOCUS	77/719,998	3744041
NEUROFOCUS	77/119,755	3421532
NEUROFOCUS	77/639,405	3733470
NEUROTAGS	77/307,650	3709302
TCE	77/953,528	3871724