

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323673

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marketing Analytics, Inc.		11/18/2014	CORPORATION: ILLINOIS
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: 4			
Property Type	Number	Word Mark	
Registration Number:	3188866	CGWEB	
Registration Number:	3805490	COEFFICIENT GENERATOR	
Registration Number:	3234946	DRIVER INSIGHTS	
Registration Number:	4292575	INTELLIGENT PRIORS	
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 niculescu/		
DATE SIGNED:	11/19/2014		
Total Attachments: 2			
source=Executed assignment - Marketing Analytics (F1579320x96B9E)#page1.tif			

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ASSIGNMENT

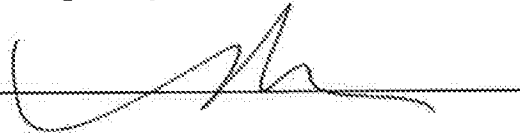
WHEREAS, Marketing Analytics, Inc., a corporation organized and existing under the laws of Illinois, located at 1603 Orrington Avenue, Suite 1900, Evanston, Illinois 60201 ("**Assignor**"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "**Trademarks**");

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.

Marketing Analytics, Inc.,

By: _____



Name: Wang Su

Title: Vice President

Date of Signature: 11/18/2014

Schedule

TRADEMARK	APP. NO.	REG. NO.
CGWeb (Stylized)	78/652,388	3188866
COEFFICIENT GENERATOR	77/693,057	3805490
Driver Insights (Stylized)	78/652,600	3234946
INTELLIGENT PRIORS	77/691,951	4292575

TM Administrator 4 records - END OF REPORT