

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342781

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Innerscope Research, Inc.		05/22/2015	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: 7			
Property Type	Number	Word Mark	
Registration Number:	4104223	AQ	
Registration Number:	3864859	ENGAGEMENT MAP	
Serial Number:	85216707	IMPACT	
Registration Number:	4715169	IMPACT MAPS	
Registration Number:	3683917	INNERSCOPE	
Registration Number:	3556443	INNERSCOPE RESEARCH	
Registration Number:	4160576	INNERSCOPE RESEARCH	
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 1503864		
NAME OF SUBMITTER:	Tamar Niv Bessinger		
SIGNATURE:	/anca nicolescu/		

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DATE SIGNED:	05/29/2015
Total Attachments: 2 source=Executed assignment to The Nielsen Company (F1700341x96B9E)#page1.tif source=Executed assignment to The Nielsen Company (F1700341x96B9E)#page2.tif	


ASSIGNMENT

WHEREAS, Innerscope Research, Inc., a corporation organized and existing under the laws of Delaware, located at 2nd Floor, 98 N. Washington St., Boston, Massachusetts 02114 ("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, 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, effective as of May 22, 2015, 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.

Innerscope Research, Inc.

By: 
Name: Geoffrey Gill
Title: CFO
Date of Signature: 5/22/15

SCHEDULE

TRADEMARKS	SERIAL NO. / REGISTRATION NO.
AQ	4,104,223
ENGAGEMENT MAP	3,864,859
IMPACT	85/216,707
IMPACT MAPS	4,715,169
INNERSCOPE	3,683,917
INNERSCOPE RESEARCH	3,556,443
INNERSCOPE RESEARCH and Design	4,160,576

05/29/2015