

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM353925

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Yankee 451 Group, LLC		09/01/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	451 Research, LLC		
<b>Street Address:</b>	20 West 37th Street		
<b>Internal Address:</b>	3rd Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3435227	YG	
<b>Registration Number:</b>	3444446	YANKEE GROUP	
<b>Registration Number:</b>	4631624	YANKEE GROUP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2033271096		
<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>			
<b>Phone:</b>	2033246155		
<b>Email:</b>	jbutchko@ssjr.com		
<b>Correspondent Name:</b>	Fritz L. Schweitzer, III		
<b>Address Line 1:</b>	986 Bedford Street		
<b>Address Line 2:</b>	St. Onge Steward Johnston & Reens LLC		
<b>Address Line 4:</b>	Stamford, CONNECTICUT 06905		
<b>ATTORNEY DOCKET NUMBER:</b>	06158-T5A/T6A/T12A		
<b>NAME OF SUBMITTER:</b>	Fritz. L. Schweitzer, III		
<b>SIGNATURE:</b>	/Fritz L. Schweitzer, III/		
<b>DATE SIGNED:</b>	09/03/2015		
<b>Total Attachments: 4</b>			

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source=Yankee 451 Group Trademark Assignment 9-1-15#page4.tif

**Trademark Assignment**


**WHEREAS, Yankee 451 Group, LLC**, a Delaware limited liability company with an address of 20 West 37th Street, 3<sup>rd</sup> floor, New York, New York, 10018, United States of America; (hereinafter referred to as ASSIGNOR) had adopted and owns the trademarks listed on the attached Exhibit A;

**WHEREAS, 451 Research, LLC**, a Delaware limited liability company with an address of 20 West 37th Street, 6<sup>th</sup> floor, New York, New York, 10018, United States of America; (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademarks listed on the attached Exhibit A;

**NOW, THEREFORE**, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said trademarks listed on the attached Exhibit A, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademark, and the right to sue for past infringements thereof.

Yankee 451 Group, LLC

Date: September 1, 2015  
Location: New York, New York

X   
Name: Martin V. McCarthy  
Title: Manager

A Notary Public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.


Notary Statement

State of New York ss:  
County of New York

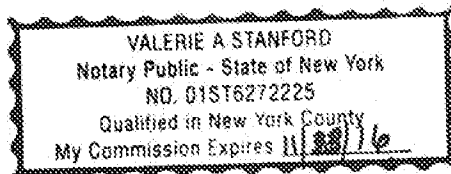
On September 1, 2015 before me Valerie A. Stanford, Notary Public, personally appeared Martin V. McCarthy (insert name) who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of New York that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature 

(Seal)



(continued on next page)

451 Research, LLC

Date: September 1, 2015  
Location: New York, New York

X [Signature]  
Name: Martin V. McCarthy  
Title: Manager

A Notary Public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

Notary Statement

State of New York ss:  
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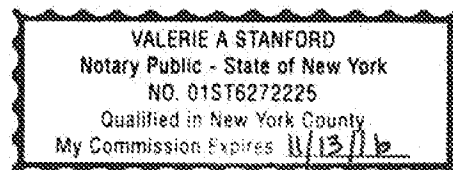
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I certify under PENALTY OF PERJURY under the laws of the State of New York that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Signature]

(Seal)



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### Exhibit A

Property	SSJR Client	SSJR Matter	Country	Status	Serial Number	Reg. Number
YG and Design	06158	T0005A	United States	Registered	77/284,558	3,435,227
YANKEE GROUP and Design	06158	T0006A	United States	Registered	77/284,562	3,444,446
YANKEE GROUP	06158	T0012A	United States	Registered	86/219,898	4,631,624
YANKEE GROUP	06158	T0012ACA	Canada	Pending	1669597	n/a