

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM407048

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Millward Brown, Inc.		12/31/2013	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Millward Brown, LLC		
Street Address:	635 EAST DIEHL ROAD		
City:	NAPERVILLE		
State/Country:	ILLINOIS		
Postal Code:	60563		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2286932	GREENFIELD	
Registration Number:	2652241	IDEASTATION	
Registration Number:	2324537	WETI	
CORRESPONDENCE DATA			
Fax Number:	2124684888		
<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:	2124684800		
Email:	jkatz@dglaw.com		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	Davis & Gilbert LLP, 1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Jeffrey C. Katz		
SIGNATURE:	/Jeffrey C. Katz/		
DATE SIGNED:	11/30/2016		
Total Attachments: 3			
source=Millward Brown - DE Conversion#page1.tif			
source=Millward Brown - DE Conversion#page2.tif			
source=Millward Brown - DE Conversion#page3.tif			

CH \$90.00 2286932

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "MILLWARD BROWN, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "MILLWARD BROWN, INC." TO "MILLWARD BROWN, LLC", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF DECEMBER, A.D. 2013, AT 2:38 O'CLOCK P.M.

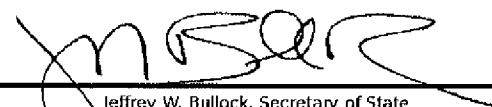
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2013, AT 11:30 O'CLOCK A.M.

3139881 8100V

131457593



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1003120

DATE: 12-20-13

TRADEMARK
REEL: 005931 FRAME: 0021

CERTIFICATE OF CONVERSION

CONVERTING

MILLWARD BROWN, INC.
(a Delaware Corporation)

TO

MILLWARD BROWN, LLC
(a Delaware Limited Liability Company)

Millward Brown, Inc., the corporation that is converting to a Delaware limited liability company (the "Converting Corporation"), and Millward Brown, LLC, the continuing Delaware limited liability company (the "LLC"), hereby certify that:

1. Name of Converting Corporation. The name of the Converting Corporation immediately prior to the filing of this Certificate of Conversion was "Millward Brown, Inc."

2. Date and Jurisdiction of Incorporation of Converting Corporation. The date on which, and the jurisdiction where, the Converting Corporation was incorporated are as follows:

<u>Date</u>	<u>Jurisdiction</u>
December 10, 1999	Delaware

3. Name of Converted Limited Liability Company. The name of the Delaware limited liability company to which the Converting Corporation has been converted and the name set forth in the Certificate of Formation of the Company, filed in accordance with Section 18-214(b) of the Delaware Limited Liability Company Act, is "Millward Brown, LLC".

4. Approval of Conversion. The conversion of the Converting Corporation to the LLC has been approved in accordance with the provisions of Section 266 of the General Corporation Law of the State of Delaware.

5. Effectiveness. This Certificate of Conversion shall become effective at ~~11:30~~ a.m. on December 31, 2013.

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Conversion as of December ~~20~~ 2013.

MILLWARD BROWN, INC.

By: /s/ KEVIN FAREWELL

Name: Kevin Farewell

Title: Assistant Secretary

1572767.1 03023-4029-040

RECORDED: 11/30/2016

TRADEMARK
REEL: 005931 FRAME: 0023