

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM424201

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	02/21/2017		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Rhiza Labs		04/12/2017	Limited Liability Company: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Nielsen Company (US), LLC		
<b>Street Address:</b>	85 Broad Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10004		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3779973	RHIZA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	212.813.5900		
<b>Email:</b>	assignments@fzlj.com		
<b>Correspondent Name:</b>	Tamar Niv Bessinger		
<b>Address Line 1:</b>	Fross Zelnick Lehrman & Zissu, P.C.		
<b>Address Line 2:</b>	4 Times Square, 17th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>NAME OF SUBMITTER:</b>	Tamar Niv Bessinger		
<b>SIGNATURE:</b>	/tnb/		
<b>DATE SIGNED:</b>	04/19/2017		
<b>Total Attachments: 1</b>			
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**CONFIRMATORY ASSIGNMENT**

WHEREAS, **Rhiza Labs**, a Pennsylvania limited liability company, with an address of 5850 Ellsworth Avenue, Suite 200, Pittsburgh, PA 15217 ("Assignor"), was the owner of the following trademark registered in the U.S. Patent and Trademark Office (hereinafter, the "Trademark"):

**TRADEMARK**

**RHIZA**

**REGISTRATION NO.**

**3779973**

WHEREAS, **The Nielsen Company (US), LLC**, a Delaware limited liability company, located and doing business at 85 Broad Street, New York, New York 10004 ("Assignee"), acquired said Trademark and all associated goodwill in the Trademark, effective as of **February 21, 2017**;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective as of **February 21, 2017**, of all right, title and interest in and to the Trademark and the above-named registration therefor, together with the goodwill of the business symbolized by the Trademark, and with all claims arising out of or relating to the use or ownership of the Trademark.

Dated: APRIL 12, 2017

**Rhiza Labs**

By: \_\_\_\_\_

Name: Rashmi Raj

Title: Vice President