

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM500537

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest in Trademarks recorded at R/F: 5969/0707		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Morgan Stanley Senior Funding, Inc., as Administrative Agent		11/30/2018	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Information Resources, Inc.		
<b>Street Address:</b>	150 North Clinton Street		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60661		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 11</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4836299	GROWTH DELIVERED.	
<b>Registration Number:</b>	4932530	IRI	
<b>Registration Number:</b>	5015586	IRI	
<b>Registration Number:</b>	5015587	IRI	
<b>Registration Number:</b>	4991201		
<b>Registration Number:</b>	4976089	PROSCORES	
<b>Serial Number:</b>	87044829	E-MARKET INSIGHTS	
<b>Serial Number:</b>	85835420	INFOSCAN	
<b>Serial Number:</b>	86769241	LIQUID DATA	
<b>Serial Number:</b>	87250695	MILLENNIALINK	
<b>Serial Number:</b>	87104147	UNIFY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2127514864		
<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>	212-906-1216		
<b>Email:</b>	angela.amaru@lw.com		
<b>Correspondent Name:</b>	Latham & Watkins LLP c/o Angela M. Amaru		

CH \$290.00 4836299

**Address Line 1:** 885 Third Avenue  
**Address Line 4:** New York, NEW YORK 10022

**ATTORNEY DOCKET NUMBER:** 036608-0091

**NAME OF SUBMITTER:** Angela M. Amaru

**SIGNATURE:** /s/ Angela M. Amaru

**DATE SIGNED:** 12/04/2018

**Total Attachments: 4**

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

This RELEASE OF SECURITY INTEREST IN TRADEMARKS (the “**Release**”) dated as of November 30, 2018, is made by Morgan Stanley Senior Funding, Inc., as Administrative Agent and Collateral Agent for the Secured Parties (in such capacity together with its successors and permitted assigns, the “**Administrative Agent**”) in favor of Information Resources, Inc., a Delaware corporation (the “**Grantor**”). All capitalized terms used herein and not otherwise defined shall have the meaning provided or provided by reference in the Trademark Security Agreement (as defined below).

WHEREAS, Grantor is party to a Second Lien Security Agreement, dated as of January 18, 2017 (as amended, restated, supplemented or otherwise modified from time to time, the “**Security Agreement**”) among Grantor, the other grantors party thereto and the Administrative Agent;

WHEREAS, pursuant to the Security Agreement, Grantor executed and delivered that certain Second Lien Trademark Security Agreement, dated January 18, 2017, in favor of the Administrative Agent, which was recorded in the records of the United States Patent and Trademark Office at Reel 5969, Frame 0707, on January 18, 2017 (as amended, restated, supplemented, or otherwise modified from time to time, the “**Trademark Security Agreement**”);

WHEREAS, pursuant to the Security Agreement and the Trademark Security Agreement, Grantor, as security for the payment and performance in full of the Secured Obligations of Grantor (including, if Grantor is a Guarantor, the Secured Obligations of Grantor arising under the Guaranty) pledged to the Administrative Agent, its successors and permitted assigns, for the benefit of the Secured Parties, and granted to the Administrative Agent, its successors and permitted assigns, for the benefit of the Secured Parties, a security interest in all right, title or interest in or to any and all of the following assets and properties then owned or at any time thereafter acquired by Grantor or in which Grantor then had or at any time thereafter acquired any right, title or interest (but excluding any Excluded Assets): (i) all trademarks, service marks, trade names, corporate names, trade dress, logos, designs, fictitious business names and other source or business identifiers, then existing or thereafter adopted or acquired, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office, including the registrations and registration applications listed in Schedule A attached hereto, or any similar offices in any State of the United States or any political subdivision thereof, and all extensions or renewals thereof, as well as any unregistered trademarks and service marks used by Grantor, and all goodwill connected with the use thereof and symbolized thereby; (ii) all renewals and extensions thereof, rights to sue or otherwise recover for infringements or other violations thereof; (iii) all rights corresponding to the foregoing throughout the world, and (iv) to the extent not otherwise included, all Proceeds, products, accessions, rents and profits of any and all of the foregoing (collectively, the “**Trademark Collateral**”);

WHEREAS, the Administrative Agent acknowledges that the conditions for termination of its security interest in the Trademark Collateral have been met, and accordingly,

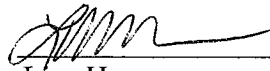
pursuant to Section 5 of the Trademark Security Agreement, the Administrative Agent has agreed to execute this Release.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby (i) releases and terminates in its entirety its security interest in and to the Trademark Collateral, and discharges, quit claims, and relinquishes unto Grantor, and re-assigns to Grantor any and all right, title or interest it may have in, to, or under the Trademark Collateral; (ii) agrees that it shall at Grantor's cost and expense execute all other documents and do all other acts reasonably requested by Grantor to relinquish and effect the release of such rights to Grantor; and (iii) authorizes and requests that the United States Patent and Trademark Office note and record the release hereby given and any other filings necessary to evidence the release and termination of Administrative Agent's rights under the Security Agreement with respect to the Trademark Collateral.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

Morgan Stanley Senior Funding, Inc.  
as Administrative Agent

By:   
Name: Lisa Hanson  
Title: Vice President

SCHEDULE A

Trademarks

<b>Trademark</b>	<b>Country</b>	<b>Serial No. / Registration No.</b>	<b>File Date / Reg. Date</b>	<b>Owner</b>
E-MARKET INSIGHTS	USA	87044829	5/20/2016	Information Resources, Inc.
GROWTH DELIVERED	USA	4,836,299	10/20/2015	Information Resources, Inc.
INFOSCAN	USA	85835420	1/29/2013	Information Resources, Inc.
IRI	USA	4,932,530	4/5/2016	Information Resources, Inc.
IRI	USA	5,015,586	8/9/2016	Information Resources, Inc.
IRi - Design	USA	5,015,587	8/9/2016	Information Resources, Inc.
LIQUID DATA	USA	86769241	9/25/2015	Information Resources, Inc.
LOGO	USA	4,991,201	7/5/2016	Information Resources, Inc.
METRICS THAT MATTER	USA	86724208 ITU	8/13/2015	Information Resources, Inc.
MILLENNIALINK	USA	87250695	11/29/2016	Information Resources, Inc.
PROSCORES	USA	4,976,089	6/14/2016	Information Resources, Inc.
UNIFY	USA	87104147	7/14/2016	Information Resources, Inc.

Release of Security Interest in Trademarks

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**RECORDED: 12/04/2018**

**TRADEMARK  
REEL: 006493 FRAME: 0372**