

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM526488

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900492849

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GfK US, LLC		02/08/2019	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	GfK US MRI, LLC
Doing Business As:	
Street Address:	200 Liberty Street, 4th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10281
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	5280691	ADMEASURE
Registration Number:	3219165	AMERICAN KIDS STUDY
Registration Number:	1907176	BRANDTAB
Registration Number:	2828397	CUMEPLUS
Registration Number:	1811050	DOUBLEBASE
Registration Number:	1441106	GOLDDIGGER
Registration Number:	4216473	GRANULARITY
Registration Number:	3393363	MEDIADAY
Registration Number:	1505094	MEDIAMARK RESEARCH
Registration Number:	3609532	MEDIAPANEL
Registration Number:	1996689	MELLO
Registration Number:	2755319	MEMRI
Registration Number:	0885494	STARCH
Registration Number:	0893459	STARCH
Registration Number:	0893887	STARCH
Registration Number:	0896217	STARCH
Registration Number:	2117890	TEENMARK

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2117889	TWELVEPLUS
Registration Number:	3571406	SURVEY OF THE AMERICAN CONSUMER

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 212-240-5520
Email: anita.jaskot@gfk.com
Correspondent Name: Anita Jaskot
Address Line 1: 200 Liberty Street, 4th Floor
Address Line 4: New York, NEW YORK 10281

NAME OF SUBMITTER:	Anita Jaskot
SIGNATURE:	/Anita Jaskot/
DATE SIGNED:	06/05/2019

Total Attachments: 3
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ASSIGNMENT OF TRADEMARK

Whereas GfK US, LLC
("Assignor")

Of 200 Liberty Street, 4th Floor, New York, New York 10281
(Assignor address)

owns the following Trademarks with the corresponding registration numbers :

Trademark Name	Registration No.
ADMEASURE	5280691
AMERICAN KIDS STUDY	3219165
BRANDTAB	1907176
CUMEPLUS	2,828,397
DOUBLEBASE	1,811,050
GOLDDIGGER	1,441,106
GRANULARITY	4,216,473
MEDIADAY	3,393,363
MEDIAMARK RESEARCH	1,505,094
MEDIAPANEL	3,609,532
MELLO	1,996,689
MEMRI	2,755,319
STARCH	885,494
STARCH	893,459
STARCH	893,887
STARCH	896,217
SURVEY OF THE AMERICAN CONSUMER	3,571,406
TEENMARK	2,117,890
TWELVEPLUS	2,117,889

Whereas GfK US MRI, LLC ("Assignee")

of 200 Liberty Street, 4th Floor, New York, New York 10281
(Assignor address)

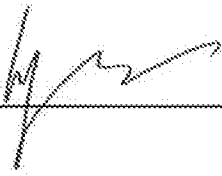
desires to acquire from the Assignor all of Assignor's right, title and interest in and to the Trademark registrations, together with the benefit of any use of the Trademarks by the Assignor, and the goodwill of the business relations to the Trademarks and to the wares or services associated with it, to hold unto the Assignee absolutely.

Now therefore, in consideration of the payment of one dollar (\$1.00) and for good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, the Assignor and the Assignee hereby agree as follows:

Trademark Assignment. The Assignor hereby sells, transfers and assigns to the Assignee, its successors and assigns, the Assignor's entire right, title and interest in and to the Trademark registrations, together with (i) the benefit of any use of the Trademarks by the Assignor (ii) the goodwill of the business relations to the Trademarks and to the wares or services associated with it, (iii) all income, royalties and damages hereafter due or payable to Assignor with respect to the Trademarks to

TRADEMARK
REEL: 006662 FRAME: 0470

hold unto the Assignee absolutely.



(Signature of Assignor);

June 3, 2019

Date of Execution

Ling Moi, Vice President, Tax, for GfK US Holdings, Inc., Managing Member of GfK US, LLC
Name and Title of signatory