

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM567113

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Insider, Inc.		03/03/2020	Corporation:
RECEIVING PARTY DATA			
Name:	eMarketer, Inc.		
Street Address:	11 Times Square, Floor 14		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88207330	BUSINESS INSIDER INTELLIGENCE	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	Law@RayThomasJrTrademarks.com		
Correspondent Name:	Ray Thomas Jr., Esq.		
Address Line 1:	1050 Connecticut Avenue, NW, Suite 500		
Address Line 4:	Washington, D.C. 20036		
NAME OF SUBMITTER:	Ray Thomas Jr., Esq. (DC Bar [482606])		
SIGNATURE:	/Ray Thomas/		
DATE SIGNED:	03/14/2020		
Total Attachments: 1			
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OP \$40.00 88207330

ASSIGNMENT AGREEMENT

WHEREAS,

Insider, Inc. ("ASSIGNOR"), a corporation of Delaware,
One Liberty Plaza, 8th Floor, New York, New York, United States 10006

is the current owner of use-based U.S. App. Ser. No. 88/207,330 (filed November 27,
2018) for the mark BUSINESS INSIDER INTELLIGENCE (Classes 9 and 35)

WHEREAS,

eMarketer, Inc. ("ASSIGNEE"), a corporation of Delaware,
11 Times Square, Floor 14 New York, New York 10036

is desirous of acquiring said mark and the application


NOW THEREFORE,

for good and valuable consideration, receipt of which is hereby acknowledged, said
ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and the goodwill of the
business in which the mark is used, and the above-identified registration thereof.

3/3/2020

Date


Insider, Inc.


Steve Lagnado (Mar 3, 2020)

Steve Lagnado

Title: CFO

eMarketer, Inc.


Name: Barbara Poy

Title: President