

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY
CONVEYING PARTY DATA	
Name	Execution Date
BANK OF AMERICA, N.A.	09/30/2013
RECEIVING PARTY DATA	
Name:	IRI GROUP HOLDINGS, INC.
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661
Name:	IRI HOLDINGS INC. (AS SUCCESSOR IN INTEREST TO BLACKCOMB ACQUISITION, INC.)
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661
Name:	INFORMATION RESOURCES, INC. (FKA SYMPHONYIRI GROUP, INC.)
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661
Name:	564 RANDOLPH CO. #2
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661
Name:	SYMPHONYISG, INC.

Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661

Name:	INFORMATION RESOURCES DHC, INC.
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661

Name:	IRI FRENCH HOLDINGS, INC.
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661

Name:	IRI GREEK HOLDINGS, INC.
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661

Name:	IRI ITALY HOLDINGS, INC.
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661

Name:	INFOSCAN ITALY HOLDINGS, INC.
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661

PROPERTY NUMBERS Total: 19

Property Type	Number
Application Number:	12020740
Application Number:	12020786

Application Number:	12021268
Application Number:	12021227
Application Number:	10783323
Application Number:	12021495
Application Number:	12021916
Application Number:	12022667
Application Number:	12023294
Application Number:	12023305
Application Number:	12023310
Application Number:	12023283
Application Number:	11402098
Application Number:	61415623
Application Number:	07998494
Application Number:	07616816
Application Number:	08350818
Application Number:	08821890
Application Number:	13028022

CORRESPONDENCE DATA

Fax Number: 6508385109

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 650-838-3743

Email: JLIK@SHEARMAN.COM

Correspondent Name: BENJAMIN PETERSEN

Address Line 1: 3000 EL CAMINO REAL, 6TH FLOOR

Address Line 2: SHEARMAN & STERLING LLP

Address Line 4: PALO ALTO, CALIFORNIA 94306

ATTORNEY DOCKET NUMBER:	37051/13
NAME OF SUBMITTER:	BENJAMIN PETERSEN
Signature:	/BENJAMIN PETERSEN/
Date:	10/01/2013

Total Attachments: 5

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REEL: 031365 FRAME: 0363

PATENT SECURITY AGREEMENT RELEASE

This PATENT SECURITY AGREEMENT RELEASE (the "*Release*") dated September 30, 2013, is made by Bank of America, N.A., as administrative agent (together with any successor collateral agent appointed pursuant to the Credit Agreement, the "*Administrative Agent*") for the Secured Parties in favor of IRI Group Holdings, Inc., a Delaware corporation, IRI Holdings Inc. as successor in interest to Blackcomb Acquisition, Inc., a Delaware corporation, IRI Holdings Inc., a Delaware corporation, Information Resources, Inc. (formerly known as SymphonyIRI Group, Inc.), a Delaware corporation and each Subsidiary of Borrower listed on Schedule A thereto (collectively, the "*Grantors*"). All capitalized terms used herein and not otherwise defined shall have the meaning assigned to such terms in that certain Guarantee and Collateral Agreement, dated June 1, 2011, among Holdings, the Borrower, the Subsidiaries of the Borrower (as identified therein) and the Administrative Agent (the "*Security Agreement*").

WHEREAS, certain Grantors entered into that certain Credit Agreement dated as of June 1, 2011 (as amended, amended and restated, supplemented or otherwise modified from time to time, the "*Credit Agreement*") among Holdings, the Borrower, the Lenders party thereto and the Administrative Agent;

WHEREAS, pursuant to the Credit Agreement and Security Agreement, certain Grantors entered into that certain Patent Security Agreement, dated as of June 1, 2011 and that certain Patent Security Agreement dated as of July 1, 2011 (each, as amended, amended and restated, supplemented, or otherwise modified from time to time, the "*Patent Security Agreements*"), under which the Grantors granted to the Administrative Agent for the ratable benefit of the Secured Parties a security interest in and to certain intellectual property of the Grantors;

WHEREAS, the Patent Security Agreements were recorded with the United States Patent and Trademark Office on June 9, 2011 at Reel 026418 and Frame 0382; and on August 30, 2011 at Reel 026829 and Frame 0555; and

WHEREAS the Administrative Agent now desire to release its security interest in and to the Collateral (as defined below).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby agrees as follows:

SECTION 1. Release of Grant of Security. The Administrative Agent hereby releases to each Grantor its security interest in all of such Grantor's right, title or interest in or to the following (the "*Patent Collateral*");

- (i) all letters patent of the United States or the equivalent thereof in any other country, all registrations and recordings thereof, and all applications for letters patent of the United States or the equivalent thereof in any other country, including registrations, recordings and pending applications in the United States Patent and Trademark Office or any similar offices in any other country, including those listed on Schedule A, and all

Patent Security Agreement Release

reissues, continuations, divisions, continuations in part, renewals or extensions thereof, and the inventions disclosed or claimed therein, including the right to make, use and/or sell the inventions disclosed or claimed therein (collectively, "Patents"); and

(ii) all Contractual Obligations providing for the grant of any right to or under any Patents, including those listed on Schedule A.

SECTION 2. Recordation. The Administrative Agent authorizes and requests that the Commissioner for Patents and any other applicable government officer record this Release.

SECTION 3. Governing Law. This Release shall be governed by, and construed in accordance with, the laws of the State of New York.

SECTION 4. Purpose. This Release has been executed and delivered by the Administrative Agent for the purpose of terminating, releasing, removing, or otherwise eliminating the security interest of the Administrative Agent with respect to the Trademark Collateral.

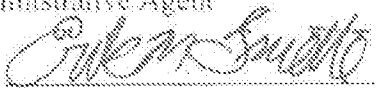
SECTION 5. Miscellaneous. This Release: (i) shall be binding upon the Grantee's legal representatives, successors, and assigns, and (ii) may be executed in several parts, each of which shall be an original and all of which taken together shall constitute one and the same agreement.

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Patent Security Agreement Release

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.

Bank of America, N.A.
as Administrative Agent

By: 

Name: Erik M. Truette

Title: Assistant Vice President

Patent Security Agreement Release

Schedule A

Patents & Patent Applications

TITLE	APP. NO.	FILING DATE	STATUS	ISSUE DATE	PATENT NO.	REG. OWNER
Data Perturbation Of Non-Unique Values	12/020,740	28-Jan-08	Published			SymphonyIRI Group, Inc.
Utilizing Aggregated Data	12/020,786	28-Jan-08	Published			SymphonyIRI Group, Inc.
Cross-Category View Of A Dataset Using An Analytic Platform	12/021,268	28-Jan-08	Published			SymphonyIRI Group, Inc.
Bias Reduction Using Data Fusion Of Household Panel Data And Transaction Data	12/021,227	28-Jan-08	Published			SymphonyIRI Group, Inc.
System And Method For Analyzing And Correcting Retail Data	10/783,323	20-Feb-04	Issued	18-Jan-11	7,873,529	SymphonyIRI Group, Inc.
Attribute Segments And Data Table Bias Reduction	12/021,495	29-Jan-08	Allowed			SymphonyIRI Group, Inc.
Data Visualization Application	12/021,916	29-Jan-08	Published			SymphonyIRI Group, Inc.
Customized Retailer Portal Within An Analytic Platform	12/022,667	30-Jan-08	Published			SymphonyIRI Group, Inc.
Projection Facility Within An Analytic Platform	12/023,294	31-Jan-08	Published			SymphonyIRI Group, Inc.
Similarity Matching Of A Competitor's Products	12/023,305	31-Jan-08	Published			SymphonyIRI Group, Inc.
Similarity Matching Of Products Based On Multiple Classification Schemes	12/023,310	31-Jan-08	Published			SymphonyIRI Group, Inc.
Dimensional Compression Using An Analytic Platform	12/023,283	31-Jan-08	Published			SymphonyIRI Group, Inc.
System And Method For Transitioning To New Data Services	11/402,098	11-Apr-06	Published			SymphonyIRI Group, Inc.
Data Integration And Analysis	61/415,623	19-Nov-10			Pending	SymphonyIRI Group, Inc.
Broadcast channel substitution method and apparatus	07/998,494	30-Dec-92	Issued	14-Feb-95	5,389,964	Information Resources, Inc.

TITLE	APP. NO.	FILING DATE	STATUS	ISSUE DATE	PATENT NO.	REG. OWNER
Passive data collection system for market research data	07/616,816	13-Nov-90	Issued	06-Feb-96	5,490,060	Information Resources, Inc.
Tuned signal detector for use with a radio frequency receiver	08/350,818	07-Dec-94	Issued	23-Apr-96	5,510,859	Information Resources, Inc.
Television distribution system for signal substitution	08/821,890	21-Mar-97	Issued	06-Sep-05	6,941,573	Information Resources, Inc.
Cluster processing of an aggregated dataset	13/028,022	15-Feb-11	Published			IRI Holdings, Inc.