

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5351241

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
GFK MEDIAMARK RESEARCH & INTELLIGENCE, LLC	01/01/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	GFK US, LLC
<b>Street Address:</b>	200 LIBERTY STREET
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10281
<b>PROPERTY NUMBERS Total: 2</b>	
<b>Property Type</b>	<b>Number</b>
<b>Patent Number:</b>	8033478
<b>Patent Number:</b>	7959086
<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>	212-240-5520
<b>Email:</b>	anita.jaskot@gfk.com
<b>Correspondent Name:</b>	ANITA JASKOT
<b>Address Line 1:</b>	200 LIBERTY STREET
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10281
<b>NAME OF SUBMITTER:</b>	ANITA JASKOT
<b>SIGNATURE:</b>	/Anita Jaskot/
<b>DATE SIGNED:</b>	01/30/2019
This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 3</b>	
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## State of Delaware

SECRETARY OF STATE  
DIVISION OF CORPORATIONS  
P.O. BOX 898  
DOVER, DELAWARE 19903

131438045

9007767  
GFK CUSTOM RESEARCH  
200 LIBERTY ST  
4TH FLOOR  
NEW YORK  
ATTN: ELEONORE MUELLER

NY 10281

01-28-2014

DESCRIPTION	AMOUNT
GFK US, LLC	
2273915 0240 Amendment; Domestic	
Amendment Fee	180.00
Court Municipality Fee, Wilm.	20.00
FILING TOTAL	200.00
TOTAL PAYMENTS	200.00
SERVICE REQUEST BALANCE	.00

# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "GFK MEDIAMARK RESEARCH & INTELLIGENCE, LLC", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "GFK US, LLC", THE SIXTEENTH DAY OF DECEMBER, A.D. 2013, AT 4:11 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE FIRST DAY OF JANUARY, A.D. 2014.

AND I DO HEREBY FURTHER CERTIFY THAT THE AFORESAID LIMITED LIABILITY COMPANY IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE NOT HAVING BEEN CANCELLED OR DISSOLVED SO FAR AS THE RECORDS OF THIS OFFICE SHOW AND IS DULY AUTHORIZED TO TRANSACT BUSINESS.

2273915 8320

150891251

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 2444251

DATE: 06-08-15

PATENT  
REEL: 048192 FRAME: 0428

STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: GfK Mediamark Research & Intelligence, LLC
2. The Certificate of Formation of the limited liability company is hereby amended as follows:

FIRST: The name of the limited liability company is GfK US, LLC effective as of January 1, 2014.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 16th day of December, A.D. 2013.

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

Authorized Person(s)

Name: Susan Helfrick

Print or Type