

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT7078432

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	08/30/2021		
CONVEYING PARTY DATA			
Name			Execution Date
LABEL INSIGHT, INC.			08/30/2021
RECEIVING PARTY DATA			
Name:	NIELSEN CONSUMER LLC		
Street Address:	85 BROAD STREET		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10004		
PROPERTY NUMBERS Total: 1			
Property Type	Number		
Application Number:	16024374		
CORRESPONDENCE DATA			
Fax Number:	(312)580-9696		
<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>			
Phone:	(312) 580-1020		
Email:	ivazquez@hfzlaw.com		
Correspondent Name:	HANLEY, FLIGHT & ZIMMERMAN, LLC		
Address Line 1:	150 S. WACKER DR.		
Address Line 2:	SUITE 2200		
Address Line 4:	CHICAGO, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	20402/LABEL001US08		
NAME OF SUBMITTER:	PETER J. CESARZ		
SIGNATURE:	/Peter J. Cesarz/		
DATE SIGNED:	12/16/2021		
Total Attachments: 4			
source=NIELSEN CONSUMER LLC_LABEL INSIGHT - DE MERGER#page1.tif			
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Delaware

The First State

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I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF
DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT
COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"LABEL INSIGHT, INC.", A DELAWARE CORPORATION,
WITH AND INTO "NIELSEN CONSUMER LLC" UNDER THE NAME OF
"NIELSEN CONSUMER LLC", A LIMITED LIABILITY COMPANY ORGANIZED
AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS
RECEIVED AND FILED IN THIS OFFICE ON THE THIRTIETH DAY OF
AUGUST, A.D. 2021, AT 8:10 O`CLOCK A.M.



7887828 8100M
SR# 20213109606

You may verify this certificate online at corp.delaware.gov/authver.shtml

A handwritten signature of Jeffrey W. Bullock in black ink, written over a horizontal line.
Jeffrey W. Bullock, Secretary of State

Authentication: 204034484
Date: 08-30-21

PATENT
REEL: 058522 FRAME: 0911

**CERTIFICATE OF MERGER
OF**

LABEL INSIGHT, INC.

(a Delaware corporation)

WITH AND INTO

NIELSEN CONSUMER LLC

(a Delaware limited liability company)

Pursuant to Title 8, Section 264(c) of the Delaware General Corporation Law (the "DGCL") and Title 6, Section 18-209 of the Delaware Limited Liability Company Act (the "DLLCA"), Nielsen Consumer LLC, a Delaware limited liability company (the "Company"), hereby certifies the following information relating to the merger (the "Merger") of Label Insight, Inc., a Delaware corporation ("Label Insight"), with and into the Company:

FIRST: The name and state of incorporation or formation of each of the Company and Label Insight, which are the constituent companies (the "Constituent Companies") in the Merger, are as follows:

<u>Name</u>	<u>State of Incorporation or Formation</u>
Nielsen Consumer LLC	Delaware
Label Insight, Inc.	Delaware

SECOND: The Agreement and Plan of Merger, dated as of August 30, 2021, by and between Label Insight and the Company (the "Merger Agreement"), setting forth the terms and conditions of the Merger, has been approved, adopted, certified, executed and acknowledged by each of the Constituent Companies in accordance with Section 264(c) of the DGCL and Section 18-209 of the DLLCA.

THIRD: The company surviving the Merger is Nielsen Consumer LLC (the "Surviving Company") and the name of the Surviving Company shall remain "Nielsen Consumer LLC".

FOURTH: The certificate of formation of the Company as in effect immediately prior to the effective time of the Merger shall be the certificate of formation of the Surviving Company.

FIFTH: The executed Merger Agreement is on file at an office of the Surviving Company, the address of which is as follows:

Nielsen Consumer LLC
85 Broad Street
New York, NY 10004

SIXTH: A copy of the Merger Agreement will be furnished by the Surviving Company, on request and without cost, to any stockholder or limited liability company member of either of the Constituent Companies.

SEVENTH: This Certificate of Merger shall be effective upon its filing with the Office of the Secretary of State of the State of Delaware.

[signature page follows]

IN WITNESS WHEREOF, the Company has caused this Certificate of Merger to be executed by its duly authorized officer on this 30st day of August, 2021.

Nielsen Consumer LLC

By: (Signature)
Name: Udele Lin
Title: Vice President and Secretary