

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BANK OF AMERICA, N.A.		09/30/2013	NATIONAL ASSOCIATION: UNITED STATES

RECEIVING PARTY DATA

Name:	IRI GROUP HOLDINGS, INC.
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661
Entity Type:	CORPORATION: DELAWARE

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
Entity Type:	CORPORATION: DELAWARE

Name:	INFORMATION RESOURCES, INC. (FKA SYMPHONYIRI GROUP, INC.)
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661
Entity Type:	CORPORATION: DELAWARE

Name:	564 RANDOLPH CO. #2
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO

CH \$165.00 1177573

State/Country:	ILLINOIS
Postal Code:	60661
Entity Type:	CORPORATION: DELAWARE

Name:	SYMPHONYISG, INC.
Street Address:	150 NORTH CLINTON STREET
City:	CHICAGO
State/Country:	ILLINOIS
Postal Code:	60661
Entity Type:	CORPORATION: DELAWARE

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

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

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

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

Name:	INFOSCAN ITALY HOLDINGS, INC.

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

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	1177573	BEHAVIORSCAN
Registration Number:	2626817	CPGNETWORK.COM
Registration Number:	2903089	FAMILYSCAN
Registration Number:	2951166	QSCAN
Registration Number:	2947508	SHOPPERS' HOTLINE
Registration Number:	2963006	SHOPPERS' HOTLINE

CORRESPONDENCE DATA

Fax Number: 6508385109
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 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: 4
 source=0 - IRI Trademark Release#page1.tif
 source=0 - IRI Trademark Release#page2.tif
 source=0 - IRI Trademark Release#page3.tif
 source=0 - IRI Trademark Release#page4.tif

TRADEMARK SECURITY AGREEMENT RELEASE

This TRADEMARK 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 the Security Agreement, certain Grantors entered into that certain Trademark Security Agreement, dated as of June 1, 2011 (as amended, amended and restated, supplemented, or otherwise modified from time to time, the "*Trademark Security Agreement*"), 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 Trademark Security Agreement was recorded with the United States Patent and Trademark Office on June 9, 2011 at Reel 004557 and Frame 0581; and

WHEREAS the Administrative Agent now desires 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 "*Trademark Collateral*");

(i) all trademarks, service marks, trade names, corporate names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office or any similar offices in any State of the United States or any other country or any

Trademark Security Agreement Release

political subdivision thereof, and all extensions or renewals thereof, including those listed on Schedule A (collectively, "Trademarks");

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

(iii) all goodwill associated with or symbolized by the Trademarks.

SECTION 2. Recordation. The Administrative Agent authorizes and requests that the Commissioner for Trademarks 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.

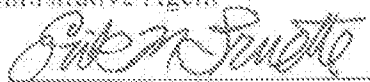
[REST OF PAGE INTENTIONALLY LEFT BLANK]

Trademark Security Agreement Release

TRADEMARK
REEL: 005123 FRAME: 0362

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

Trademark Security Agreement Release

Schedule A

Trademarks & Trademark Applications

Trademark	Country	Serial Number	Reg. Number	Registered Owner
BehaviorScan®	United States	73263751	1177573	Information Resources, Inc.
CPGNetwork.com®	United States	76014294	2626817	Information Resources, Inc.
FamilyScan®	United States	76586315	2903089	Information Resources, Inc.
QScan®	United States	76586316	2951166	Information Resources, Inc.
Shoppers' Hotline®	United States	76586318	2947508	Information Resources, Inc.
Shoppers' Hotline®	United States	76586317	2963006	Information Resources, Inc.