# SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

## SCHEDULE 13G

## UNDER THE SECURITIES EXCHANGE ACT OF 1934 (Amendment No. 6)\*

#### **COMSCORE, INC.**

(Name of Issuer)

**Common Stock** 

(Title of Class of Securities)

#### 20564W204

(CUSIP Number)

#### 12/09/2024

#### (Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

## SCHEDULE 13G

## CUSIP No. 20564W204

1	Names of Reporting Persons
1	Irrevocable Larson Family Investment Trust
	Check the appropriate box if a member of a Group (see instructions)
2	(a)
	$\square$ (b)
3	Sec Use Only
	Citizenship or Place of Organization
4	
	TEXAS

	-	Sole Voting Power		
Number of	5	290,146.00 Shared Voting Power		
Shares Beneficially Owned by Each Reporting	6 7	0.00 Sole Dispositive Power 290,146.00		
Person With:	8	Shared Dispositive Power		
		0.00		
0	A	ggregate Amount Beneficially Owned by Each Reporting Person		
9	29	00,146.00		
10	Check box if the aggregate amount in row (9) excludes certain shares (See Instruction			
10				
	Pe	ercent of class represented by amount in row (9)		
11	5.	9 %		
10	Ту	pe of Reporting Person (See Instructions)		
12	0	0		

## SCHEDULE 13G

Item 1.	
(a)	Name of issuer:
	COMSCORE, INC.
	Address of issuer's principal executive offices:
(b)	11950 DEMOCRACY DRIVE, 11950 DEMOCRACY DRIVE, RESTON, VIRGINIA, 20190.
Item 2.	11950 DEMOCRACT DRIVE, 11950 DEMOCRACT DRIVE, RESTON, VIRGINIA, 20190.
2.	Name of person filing:
(a)	
	Irrevocable Larson Family Investment Trust
(b)	Address or principal business office or, if none, residence:
	3608 Lexington Ave. Dallas, Texas 75205
	Citizenship:
(c)	Texas
	Title of class of securities:
(d)	The of class of securities.
	Common Stock
	CUSIP No.:
(e)	20564W204
Item 3.	If this statement is filed pursuant to §§ 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:
(a)	Broker or dealer registered under section 15 of the Act (15 U.S.C. 780);
(b)	<ul> <li>Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c);</li> </ul>
(c)	Insurance company as defined in section $3(a)(19)$ of the Act (15 U.S.C. 78c);
(d)	Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
(e)	An investment adviser in accordance with $\S 240.13d-1(b)(1)(ii)(E)$ ;
(f)	An employee benefit plan or endowment fund in accordance with § 240.13d-1(b)(1)(ii)(F);
(g)	A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);

(h)	A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
(i)	A church plan that is excluded from the definition of an investment company under section $3(c)(14)$ of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
(j)	A non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J). If filing as a non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J),
(1)	please specify the type of institution:
(k)	Group, in accordance with Rule 240.13d-1(b)(1)(ii)(K).
Item 4.	Ownership
(a)	Amount beneficially owned:
(u)	290,146
(b)	Percent of class:
(b)	5.93 %
(c)	Number of shares as to which the person has:
	(i) Sole power to vote or to direct the vote:
	290,146
	(ii) Shared power to vote or to direct the vote:
	0
	(iii) Sole power to dispose or to direct the disposition of:
	290,146
	(iv) Shared power to dispose or to direct the disposition of:
	0
Item 5.	Ownership of 5 Percent or Less of a Class.
Item 6.	Ownership of more than 5 Percent on Behalf of Another Person.
	Not Applicable
Item 7.	Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.
I 0	Not Applicable
Item 8.	Identification and Classification of Members of the Group. Not Applicable
Item 9.	Notice of Dissolution of Group.
	Not Applicable
Item 10.	Certifications:
	By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect other than activities solely in connection with a nomination under § 240 14a-11

that purpose or effect, other than activities solely in connection with a nomination under § 240.14a-11.

#### SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Irrevocable Larson Family Investment Trust

Signature: Grayson Linyard Name/Title: Attorney in Fact Date: 12/27/2024 **Comments accompanying signature:** Incorporating by reference the Power of Attorney attached to SEC Accession No. 0002021477-24-000004.