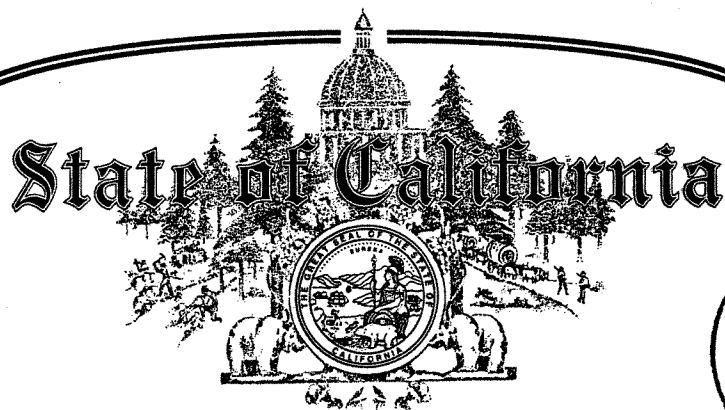


TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The National Research Group, Inc.		04/10/2003	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Nielsen National Research Group, Inc.		
Street Address:	5900 Wilshire Blvd., 29th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90036-5013		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1816279	C.I.N.E.S.Y.S.	
CORRESPONDENCE DATA			
Fax Number:	(312)474-0448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-474-6300		
Email:	docket@marshallip.com		
Correspondent Name:	Michael R. Graham		
Address Line 1:	6300 Sears Tower, 233 South Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	30299/604US		
NAME OF SUBMITTER:	Michael R. Graham		
Total Attachments: 2			
source=Certificate#page1.tif			
source=Certificate#page2.tif			

CH \$40.00 1816279



SECRETARY OF STATE

I, *Kevin Shelley*, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

AUG 19 2003



Kevin Shelley
Secretary of State

NCTO:

A0600392

ENDORSED - FILED
In the office of the Secretary of State
of the State of California

CERTIFICATE OF AMENDMENT OF
ARTICLES OF INCORPORATION

AUG 13 2003

KEVIN SHELLEY
Secretary of State

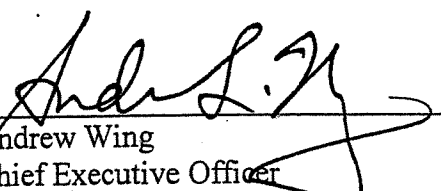
The undersigned certify that:

1. They are the Chief Executive Officer and Secretary, respectively of The National Research Group, Inc., a California corporation.
2. Article 1. of the Articles of Incorporation of this corporation is amended to read as follows:


"1. The name of this corporation is Nielsen National Research Group, Inc."
3. The board of directors has duly approved the foregoing amendment of Articles of Incorporation.
4. The foregoing amendment of Articles of Incorporation has been duly approved by the required vote of shareholders in accordance with Section 902, California Corporations Code. The total number of outstanding shares of the corporation 1,000. The number of shares voting in favor of the amendment equaled or exceeded the vote required. The percentage vote required was 100%.

We further declare under penalty of perjury under laws of the State of California that the matters set forth in this certificate are true and correct of our own knowledge.

Date: April 10, 2003



 Andrew Wing
 Chief Executive Officer



 James A. Ross
 Secretary

