

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
VNU Marketing Information, Inc.		09/10/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Nielsen Entertainment, LLC
Street Address:	770 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	76524917	BDS
Serial Number:	76524919	BROADCAST DATA SYSTEMS
Registration Number:	2753695	BOOKSCAN
Registration Number:	2737694	BOOK SCAN
Registration Number:	1856925	SOUNDSCAN
Registration Number:	1857872	SOUNDSCAN
Registration Number:	2386774	TAP
Registration Number:	2327647	TRANSACTIONS ARE POWER
Registration Number:	1982812	VIDEO SCAN

CH \$240.00 76524917

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
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Correspondent Name:	Marshall, Gerstein & Borun LLP
Address Line 1:	233 South Wacker Drive

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Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: 30792/10000

NAME OF SUBMITTER: Michael R. Graham

Total Attachments: 3
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TRADEMARK ASSIGNMENT

THIS AGREEMENT is entered between VNU MARKETING INFORMATION, INC., a Delaware corporation, and NIELSEN ENTERTAINMENT, LLC, a Delaware limited liability company, nunc pro tunc, effective as May 23, 2003.

WHEREAS, VNU MARKETING INFORMATION, INC. (hereinafter "Assignor"), a corporation organized and existing under the laws of the State of Delaware with a principal place of business at 770 Broadway, New York, New York, 10003, is the owner of all right, title and interest in and to the trademarks listed on the attached schedules A and B, including the goodwill of the business symbolized thereby, and the corresponding applications filed and registrations issued therefore, as listed in Schedules A and B, respectively, in the United States Patent and Trademark Office (hereinafter "the Trademarks"); and

WHEREAS, NIELSEN ENTERTAINMENT, LLC (hereinafter "Assignee"), a limited liability company existing under the laws of the State of Delaware with a principal place of business at 770 Broadway, New York, New York, 10003, as the successor to the business of Assignor in the United States desires to acquire, and Assignor wishes to assign to Assignee, any and all right, title and interest in and to the Trademarks along with the goodwill appurtenant thereto;

NOW, THEREFORE:

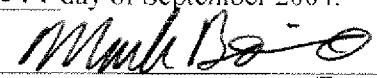
In consideration of an in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, the right to sue for past infringement, the right to prosecute applications and maintain registrations, and the U.S. Trademark Applications and Registrations identified in the attached Schedules A and B.

VNU MARKETING INFORMATION, INC.

Dated: September 10, 2004

By: 
Title: Secretary

SUBSCRIBED and SWORN to before me this 10th day of September 2004.


My Commission Expires: June 11, 2007

MARK BORINO
Notary Public, State of New York
No. 01BO6059946
Qualified in Kings County
Commission Expires June 11, 2007

TRADEMARK
REEL: 002936 FRAME: 0064

SCHEDULE A

<u>Client No.</u>	<u>Matter No.</u>	<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
30419	605US	BDS	76/524,917	06/19/2003
30419	604US	BROADCAST DATA SYSTEMS	76/524,919	06/19/2003

SCHEDULE B

<u>Client No.</u>	<u>Matter No.</u>	<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
30419	607US	BOOKSCAN	2,753,695	08/19/2003
30419	606US	BOOK SCAN and Design	2,737,694	07/15/2003
30419	600US	SOUNDSCAN	1,856,925	10/04/1994
30419	601US	SOUNDSCAN and Design	1,857,872	10/11/1994
30419	610US	TAP	2,386,774	09/19/2000
30419	609US	TRANSACTIONS ARE POWER	2,327,647	03/14/2000
30419	603US	VIDEO SCAN and Design	1,982,812	06/25/1996