

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
RoperASW LLC		07/15/2005	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	GFK NOP, LLC		
Street Address:	500 Mamaroneck Ave.		
City:	Harrison		
State/Country:	NEW YORK		
Postal Code:	10528		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	76640495	INFLUENTIALS	
Serial Number:	76640494	INFLUENTIALS	
Registration Number:	2947326	CORPORATE REPUTATION SCORECARD	
Registration Number:	2876801	NEWSFLOW	
CORRESPONDENCE DATA			
Fax Number:	(212)732-3232		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-732-3200		
Email:	auslander@clm.com		
Correspondent Name:	Rose Auslander Esq.		
Address Line 1:	2 Wall St.		
Address Line 2:	Carter Ledyard & Milburn LLP		
Address Line 4:	New York, NEW YORK 10005		
NAME OF SUBMITTER:	Diane Melnick		

CH \$115.00 76640495

Signature:

/diane melnick/

Date:

09/08/2005

Total Attachments: 2

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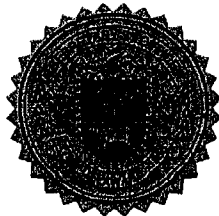
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Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "ROPERASW LLC", CHANGING ITS NAME FROM "ROPERASW LLC" TO "GFK NOP, LLC", FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF JULY, A.D. 2005, AT 11 O'CLOCK A.M.



3430506 8100

050731752

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4138396

DATE: 09-07-05

TRADEMARK
REEL: 003155 FRAME: 0317

CERTIFICATE OF AMENDMENT TO THE

CERTIFICATE OF FORMATION

OF

ROPERASW LLC


This Certificate of Amendment to the Certificate of Formation of RoperASW LLC (the "LLC"), dated as of July 14, 2005, is being duly executed and filed by Roland F. Fürst, as an authorized person pursuant to Section 202 of the Delaware Limited Liability Company Act (6 Del.C. §18-101, et seq.). This amendment relates to the Certificate of Formation of the LLC, filed August 28, 2001.

FIRST: The name of the LLC was amended to GfK NOP, LLC.

SECOND: The Certificate of Formation shall hereby be amended to reflect the new name of the LLC: GfK NOP, LLC. All other information included in the Certificate of Formation shall remain unchanged.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment as of the date first written above.

By:


Name: Roland F. Fürst
Title: Authorized Person

NYA 741633.1