

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
NOP World Inc.		08/05/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	GFK Americas, Inc.
Street Address:	1201 North Orange St.
Internal Address:	Suite 781
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	78670927	ADNORM
Serial Number:	76593655	DETAIL FLASH
Serial Number:	76582339	EVENT FLASH
Serial Number:	76593654	MCO FLASH
Serial Number:	76595939	NOP WORLD INFLUENTIALS
Serial Number:	78670937	ADNORM
Serial Number:	78608949	MY GENERATION

CORRESPONDENCE DATA

Fax Number: (212)732-3232
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-732-3200
 Email: auslander@clm.com
 Correspondent Name: Rose Auslander Esq.
 Address Line 1: 2 Wall St.

CH \$190.00 78670927

Address Line 2: Carter Ledyard & Milburn LLP
Address Line 4: New York, NEW YORK 10005

NAME OF SUBMITTER:	Diane Melnick
Signature:	/diane melnick/
Date:	09/07/2005

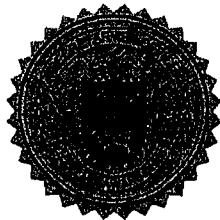
Total Attachments: 2
source=NOP WORLD INC TO GFK AMERICAS, INC. change of name cert#page1.tif
source=NOP WORLD INC TO GFK AMERICAS, INC. change of name cert#page2.tif

Delaware

PAGE 1

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 "NOP WORLD INC.", CHANGING ITS NAME FROM "NOP WORLD INC." TO "GFK AMERICAS, INC.", FILED IN THIS OFFICE ON THE FIFTH DAY OF AUGUST, A.D. 2005, AT 4:35 O'CLOCK P.M.



0845372 8100

050731747

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4138393

DATE: 09-07-05

TRADEMARK
REEL: 003155 FRAME: 0338

State of Delaware
Secretary of State
Division of Corporations
Delivered 05:08 PM 08/05/2005
FILED 04:35 PM 08/05/2005
SRV 050648875 - 0845372 FILE

CERTIFICATE OF AMENDMENT TO THE

CERTIFICATE OF INCORPORATION

OF

NOP WORLD INC.

It is hereby certified that:

1. The name of the corporation (hereinafter the "Corporation") is NOP World Inc.

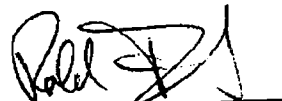
2. The certificate of incorporation of the Corporation is hereby amended by striking out Article I thereof and substituting in lieu of said Article I the following new Article I:

"Article I: The name of the corporation is GfK Americas, Inc."

3. The amendment of the certificate of incorporation herein certified has been duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware and written consent has been given in accordance with Sections 141 and 228 of the General Corporation Law of the State of Delaware.

Signed on the 4th day of August, 2005.

By:



Name: Roland F. Fürst
Title: Secretary

NYA 744631.1