

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
EFFECTIVE DATE:	07/15/2005

**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:	75 Ninth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10011
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	0862883	RR
Registration Number:	0885494	STARCH
Registration Number:	0893459	STARCH
Registration Number:	0896217	STARCH
Registration Number:	0893887	STARCH
Registration Number:	0999641	ROPER REPORTS
Registration Number:	1000152	ROPER REPORTS
Registration Number:	1535228	THE INFLUENTIAL AMERICANS
Registration Number:	1535229	THE PUBLIC PULSE
Registration Number:	1535230	
Registration Number:	1525602	THE PUBLIC PULSE
Registration Number:	2363832	GREEN GAUGE

CH \$340.00 0862883

Registration Number:	2419266	GLOBAL PULSE
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**CORRESPONDENCE DATA**

Fax Number: (212)732-3232

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 2127323200

Email: auslander@clm.com

Correspondent Name: Rose Auslander

Address Line 1: 2 Wall Street

Address Line 4: New York, NEW YORK 10005

ATTORNEY DOCKET NUMBER:	GFK02 004
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NAME OF SUBMITTER:	Rose Auslander
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Signature:	/ra/
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Date:	07/19/2006
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Total Attachments: 2

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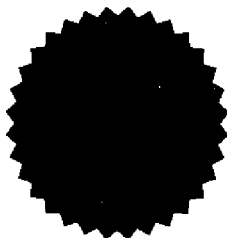
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# Delaware

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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: 003351 FRAME: 0153

**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

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