

Assignment

Page 1 of 2

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

CORRECTIVE ASSIGNMENT

NATURE OF CONVEYANCE:

Corrective Assignment to correct the Spelling of Receiving Party's Name previously recorded on Reel 003657 Frame 0813. Assignor(s) hereby confirms the Change of Name.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Telephia, Inc.		10/24/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Nielsen Mobile, Inc.
Street Address:	101 Green Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94111
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2481537	TELEPHIA 65107 <i>Connie</i>
Registration Number:	2718122	<i>design</i> 67922
Registration Number:	2527343	TELEPHIA 67786 <i>Connie</i>

CORRESPONDENCE DATA

Fax Number: (317)231-7433
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3172311313
 Email: mfrisby@btlaw.com
 Correspondent Name: Mary Jane Frisby
 Address Line 1: 11 South Meridian Street
 Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:

90005-5000

Assignment

Page 2 of 2

NAME OF SUBMITTER:	Mary Jane Frisby
Signature:	/mjf/
Date:	12/14/2007
Total Attachments: 2 source=DE Name Change to Nielsen Mobile, Inc#page1.tif source=DE Name Change to Nielsen Mobile, Inc#page2.tif	
RECEIPT INFORMATION	
ETAS ID:	TM102242
Receipt Date:	12/14/2007
Fee Amount:	\$90

USPTO

12/20/2007 7:26:53 AM

PAGE

4/007

Fax Server

TO: MARY JANE FRISBY COMPANY: 11 SOUTH MERIDIAN STREET

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.112/14/2007
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SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT												
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ATTORNEY DOCKET NUMBER:	90005-5000												
NAME OF SUBMITTER:	Mary Jane Frisby												

CH \$90.00 2481537

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12/20/2007 7:26:53 AM

PAGE

5/007

Fax Server

TO:MARY JANE FRISBY COMPANY:11 SOUTH MERIDIAN STREET

Signature:	/mjf/
Date:	12/14/2007
Total Attachments: 2 source=DE Name Change to Nielsen Mobile, Inc#page1.tif source=DE Name Change to Nielsen Mobile, Inc#page2.tif	

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12/20/2007 7:26:53 AM PAGE 6/007 Fax Server

TO:MARY JANE FRISBY COMPANY:11 SOUTH MERIDIAN STREET

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 "TELEPHIA, INC.", CHANGING ITS NAME FROM "TELEPHIA, INC." TO "NIELSEN MOBILE, INC.", FILED IN THIS OFFICE ON THE TWENTY-FOURTH DAY OF OCTOBER, A.D. 2007, AT 11:39 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2906911 8100

071148253

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6103367

DATE: 10-25-07

TRADEMARK
REEL: 003722 FRAME: 0037

USPTO

12/20/2007 7:26:53 AM PAGE 7/007 Fax Server

TO: MARY JANE FRISBY COMPANY: 11 SOUTH MERIDIAN STREET

State of Delaware
 Secretary of State
 Division of Corporations
 Delivered 11:50 AM 10/24/2007
 FILED 11:39 AM 10/24/2007
 SRV 071148253 - 2906911 FILE

**STATE OF DELAWARE
 CERTIFICATE OF AMENDMENT
 OF CERTIFICATE OF INCORPORATION**

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

FIRST: That at a meeting of the Board of Directors of Telephia, Inc.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

RESOLVED, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "FIRST" so that, as amended, said Article shall be and read as follows:

FIRST: The name of the Corporation is: Nielsen Mobile, Inc.

SECOND: That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said corporation has caused this certificate to be signed this 24th day of October, 2007.

By: /s/ James A. Ross
 Authorized Officer

Title: Vice President

Name: James A. Ross
 Print or Type

Assignment

Page 1 of 2

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Telephia, Inc.		10/24/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Nielson Mobile, Inc.
Street Address:	101 Green Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94111
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

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ATTORNEY DOCKET NUMBER:	22598-100
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Assignment

Page 2 of 2

NAME OF SUBMITTER:	Mary Jane Frisby
Signature:	/mjf/
Date:	11/08/2007
Total Attachments: 2 source=DE Name Change to Nielsen Mobile, Inc#page1.tif source=DE Name Change to Nielsen Mobile, Inc#page2.tif	
RECEIPT INFORMATION	
ETAS ID:	TM99426
Receipt Date:	11/08/2007
Fee Amount:	\$90