

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/31/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
H.R. Industries, Inc.		12/20/2006	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	VNU Business Media, Inc.
Street Address:	770 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	0856584	THE HOLLYWOOD REPORTER
Registration Number:	1140385	THE HOLLYWOOD REPORTER
Registration Number:	1185696	THE HOLLYWOOD REPORTER STUDIO FOUNDED IN 1929 BLU-BOOK
Registration Number:	2245657	HOLLYWOODREPORTER.COM

CORRESPONDENCE DATA

Fax Number: (203)327-1096
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (203) 324-6155
 Email: ccobb@ssjr.com
 Correspondent Name: Gene S. Winter
 Address Line 1: 986 Bedford Street
 Address Line 2: St. Onge Steward Johnston & Reens LLC
 Address Line 4: Stamford, CONNECTICUT 06905

OP \$115.00 0856584

ATTORNEY DOCKET NUMBER:	03672-T0015, 17, 19 & 20A
NAME OF SUBMITTER:	Gene S. Winter
Signature:	/Gene S. Winter/
Date:	05/29/2008
Total Attachments: 2 source=Merger into VNU Business Media, Inc#page1.tif source=Merger into VNU Business Media, Inc (2)#page1.tif	

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 MERGER, WHICH MERGES:

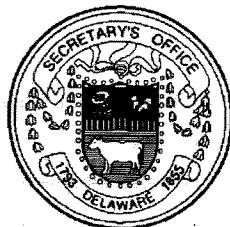
"H.R. INDUSTRIES, INC.", A CALIFORNIA CORPORATION,
WITH AND INTO "VNU BUSINESS MEDIA, INC." UNDER THE NAME OF "VNU BUSINESS MEDIA, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTIETH DAY OF DECEMBER, A.D. 2006, AT 6:43 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2006.

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

2367673 8100M

061171279



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5302567

DATE: 12-21-06

TRADEMARK
REEL: 003784 FRAME: 0985

STATE OF DELAWARE
CERTIFICATE OF MERGER OF
FOREIGN CORPORATION INTO
A DOMESTIC CORPORATION

Pursuant to Title 8, Section 252 of the Delaware General Corporation Law, the undersigned corporation executed the following Certificate of Merger:

FIRST: The name of the surviving corporation is VNU Business Media, Inc., a Delaware corporation, and the name of the corporation being merged into this surviving corporation is H.R. Industries, Inc., a California corporation.

SECOND: The Agreement of Merger has been approved, adopted, certified, executed and acknowledged by each of the constituent corporations pursuant to Title 8 Section 252 of the General Corporation Law of the State of Delaware.

THIRD: The name of the surviving corporation is VNU Business Media, Inc., a Delaware corporation.

FOURTH: The Certificate of Incorporation of the surviving corporation shall be its Certificate of Incorporation.


FIFTH: The authorized stock and par value of the non-Delaware corporation is 2,500 shares Common Stock, no par value.

SIXTH: The merger is to become effective on December 31, 2006.

SEVENTH: The Agreement of Merger is on file at 770 Broadway, New York, NY 10003, an office of the surviving corporation.

EIGHTH: A copy of the Agreement of Merger will be furnished by the surviving corporation on request, without cost, to any stockholder of the constituent corporations.

IN WITNESS WHEREOF, said surviving corporation has caused this certificate to be signed by an authorized officer, the 20th day of December, A.D. 2006

By: 
Authorized Officer
Name Frederick A. Steinmann
Title Vice President

State of Delaware
Secretary of State
Division of Corporations
Delivered 06:41 PM 12/20/2006
FILED 06:43 PM 12/20/2006
SRV 061171279 - 2367673 FILE