

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	10/01/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SRDS, Inc.		10/01/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	The Nielsen Company (US), LLC
Street Address:	770 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	3218129	SRDS BUSINESS PUBLICATION CONNECTIONS
Registration Number:	3295610	MY SRDS PROJECT MANAGER
Registration Number:	3269928	DIRECT MARKETER'S ADVANTAGE
Registration Number:	3269927	DIRECT MARKETER'S ADVANTAGE
Registration Number:	3132297	SRDS MEDIA SOLUTIONS
Registration Number:	3110300	CONSUMER MAGAZINE CONNECTIONS
Registration Number:	2939758	SRDS MEDIA PLANNING SYSTEM
Registration Number:	3349155	SRDS NEWSPAPER CONNECTIONS
Registration Number:	2801955	HISPANIC MEDIA & MARKET SOURCE
Registration Number:	2781315	SRDS CONSUMER MAGAZINE ADVERTISING SOURCE
Registration Number:	2534201	DIRECTNET
Registration Number:	2909425	INTERACTIVE ADVERTISING SOURCE
Registration Number:	2620528	DIRECT MARKETING LIST SOURCE

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Registration Number:	2993570	INTERACTIVE ADVERTISING SOURCE
Registration Number:	2697176	SRDS ONLINE
Registration Number:	2690022	BUSINESS PUBLICATION ADVERTISING SOURCE
Registration Number:	2782473	SRDS MEDIA SOLUTIONS
Registration Number:	2750950	WHERE MEDIA DECISIONS ARE MADE
Registration Number:	2668200	NEWSPAPER ADVERTISING SOURCE
Registration Number:	2212452	BUSINESS PUBLICATION ADVERTISING SOURCE
Registration Number:	2208363	NEWSPAPER ADVERTISING SOURCE
Registration Number:	2208404	TV & CABLE SOURCE
Registration Number:	2205172	DIRECT MARKETING LIST SOURCE
Registration Number:	2171294	THE LIFESTYLE MARKET ANALYST
Registration Number:	1685263	SRDS

CORRESPONDENCE DATA

Fax Number: (312)474-0448
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-474-6300
Email: docket@marshallip.com
Correspondent Name: Michael R. Graham
Address Line 1: 233 South Wacker Drive
Address Line 2: Suite 6300
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	31391/G1000
NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	10/28/2008

Total Attachments: 3
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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 MERGER, WHICH MERGES:

"SRDS, INC.", A DELAWARE CORPORATION,

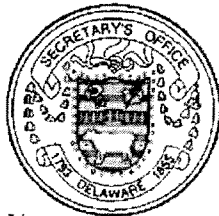
WITH AND INTO "THE NIELSEN COMPANY (US), LLC" UNDER THE NAME OF "THE NIELSEN COMPANY (US), LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE FIRST DAY OF OCTOBER, A.D. 2008, AT 12:40 O'CLOCK P.M.

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

3587365 8100M

081002217

You may verify this certificate online
at corp.delaware.gov/authver.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889336

DATE: 10-02-08

TRADEMARK

REEL: 003878 FRAME: 0654

CERTIFICATE OF MERGER

SRDS, INC.

WITH AND INTO

THE NIELSEN COMPANY (US), LLC

1. SRDS, Inc., a Delaware corporation, shall merge with and into The Nielsen Company (US), LLC, a Delaware limited liability company, pursuant to Section 264(c) of the Delaware General Corporation Law and Section 18-209 of the Delaware Limited Liability Company Act, in accordance with the terms of the Agreement of Merger duly adopted.
2. The name and jurisdiction of formation of each entity which is to merge is:

<u>Name</u>	<u>Jurisdiction of Formation</u>
SRDS, Inc.	Delaware
The Nielsen Company (US), LLC	Delaware
3. An Agreement of Merger has been approved, adopted, certified, executed and acknowledged by the surviving limited liability company and the merging corporation.
4. The name of the surviving limited liability company shall be The Nielsen Company (US), LLC.
5. The merger shall be effective upon the acceptance of the filing of this Certificate of Merger by the Secretary of State of the State of Delaware.
6. The Agreement of Merger is on file at the place of business of the surviving limited liability company, the address of which is 770 Broadway, New York, NY 10003.
7. A copy of the Agreement of Merger will be furnished by the surviving limited liability company, on request and without cost, to any member of the limited liability company or any stockholder of the merging corporation.

[The next page is the signature page.]

IN WITNESS WHEREOF, the surviving limited liability company has caused this Certificate of Merger to be signed by an Authorized Person on October 1, 2008.

THE NIELSEN COMPANY (US), LLC

By: Harris A. Black
Harris A. Black
Authorized Person