

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	01/01/2002

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
BPI Communications, Inc.		11/29/2001	CORPORATION: DELAWARE

**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: 1**

Property Type	Number	Word Mark
Registration Number:	1559003	DIRECT SUCCESS

**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

ATTORNEY DOCKET NUMBER:	03673-T0006A
NAME OF SUBMITTER:	Gene S. Winter
Signature:	/Gene S. Winter/

OP \$40.00 1559003

Date:

11/04/2008

**Total Attachments: 2**

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*State of Delaware*  
*Office of the Secretary of State*      PAGE 1

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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:

"BPI COMMUNICATIONS, INC. , A DELAWARE 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 FOURTH DAY OF DECEMBER, A.D. 2001, AT 6:01  
O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF  
THE AFORESAID CERTIFICATE OF MERGER IS THE FIRST DAY OF JANUARY,  
A.D. 2002.

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



*Harriet Smith Windsor*  
*Harriet Smith Windsor, Secretary of State*

2367673 8100M

AUTHENTICATION: 1481479

010617305

DATE: 12-04-01

TRADEMARK  
REEL: 003882 FRAME: 0582

CERTIFICATE OF OWNERSHIP AND MERGER  
MERCING  
BPI COMMUNICATIONS, INC.  
INTO  
VNU BUSINESS MEDIA, INC.

VNU Business Media, Inc., a corporation organized and existing under the laws of the State of Delaware DOES HEREBY CERTIFY:

FIRST: That this corporation was incorporated under the name BPI Acquisitions, Inc. on the 11<sup>th</sup> day of January 1994, pursuant to the Law of the State of Delaware. On February 22, 1994 the name was changed to BPI Communications Inc. On December 31, 2000, the name was changed to VNU Business Media, Inc.

SECOND: That this corporation owns all of the outstanding shares of the stock of BPI Communications, Inc., a corporation incorporated under the name New BPI, Inc. on the 11<sup>th</sup> day of December 2000, pursuant to the Law of the State of Delaware. On January 3, 2001 the name was changed to BPI Communications, Inc.

THIRD: That this corporation, by the following resolutions of its Board of Directors, duly adopted by the unanimous written consent of its members, filed with the minutes of the Board on the 29<sup>th</sup> day of November, 2001, determined to and will merge into itself said BPI Communications, Inc.:

RESOLVED, that VNU Business Media, Inc. will merge into itself said BPI Communications, Inc., and assumes all of its obligations;

FURTHER RESOLVED, that the merger shall be effective on January 1, 2002.

FURTHER RESOLVED, that the proper officers of this corporation be and they hereby are directed to make and execute a Certificate of Ownership and Merger setting forth a copy of the resolutions to merge said BPI Communications, Inc. and assume its liabilities and obligations, and the date of adoption thereof, and to cause the same to be filed with the Secretary of State and a certified copy recorded in the office of the Recorder of Deeds of Kent County and to do all acts and things whatsoever, whether within or without the State of Delaware, which may be in anywise necessary or proper to effect said merger.

IN WITNESS WHEREOF, said VNU Business Media, Inc. has caused this Certificate to be signed by Frederick A. Steinmann, its Vice President and attested by James A. Ross, its Secretary, this 29<sup>th</sup> day of November 2001.

VNU BUSINESS MEDIA, INC.

by:   
Frederick A. Steinmann, V.P.

ATTEST:

by:   
James A. Ross, Secretary

STATE OF DELAWARE  
SECRETARY OF STATE  
DIVISION OF CORPORATIONS  
FILED 06:01 PM 12/04/2001  
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