

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
Sharetracker, LLC		10/01/2008	LIMITED LIABILITY COMPANY: GEORGIA

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3008062	SHARETRACKER

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: Gregory J. Chinlund
 Address Line 1: 233 South Wacker Drive
 Address Line 2: 6300 Sears Tower
 Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	31384/G1000
NAME OF SUBMITTER:	Gregory J. Chinlund

OP \$40.00 3008062

Signature:

/gjc/

Date:

11/11/2008

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:

"SHARETRACKER, LLC", A GEORGIA LIMITED LIABILITY COMPANY, WITH AND INTO "NIELSEN MOBILE, LLC" UNDER THE NAME OF "NIELSEN MOBILE, 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 12:55 O'CLOCK P.M.

2906911 8100M

081002399

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



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889394

DATE: 10-02-08

TRADEMARK
REEL: 003886 FRAME: 0143

CERTIFICATE OF MERGER

SHARETRACKER, LLC

WITH AND INTO

NIELSEN MOBILE, LLC

1. ShareTracker, LLC, a Georgia limited liability company, shall merge with and into Nielsen Mobile, LLC, a Delaware limited liability company, pursuant to Section 14-11-901 of the Georgia Limited Liability Act and Section 18-209 of the Delaware Limited Liability Company Act, in accordance with the terms of the Agreement and Plan 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>
ShareTracker, LLC	Georgia
Nielsen Mobile, LLC	Delaware

3. An Agreement and Plan of Merger has been approved and executed by the surviving limited liability company and the merging limited liability company.

4. The name of the surviving limited liability company shall be Nielsen Mobile, 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 and Plan 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 and Plan of Merger will be furnished by the surviving limited liability company, on request and without cost, to any member of the surviving or the merging limited liability company.

[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.

NIELSEN MOBILE, LLC

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