

**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
Decisions Made Easy, Inc.		03/26/2008	CORPORATION: ARKANSAS

**RECEIVING PARTY DATA**

Name:	Nielsen Decisions Made Easy, Inc.
Street Address:	200 West Jackson Boulevard
Internal Address:	25th Floor
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60606-6910
Entity Type:	CORPORATION: ARKANSAS

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Serial Number:	78436719	CRUNCH
Serial Number:	78436721	DR. KNOW
Serial Number:	78436709	CIPHER WEB
Serial Number:	78436716	CIPHER

**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:	31404/G1000
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NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	11/19/2008
<b>Total Attachments: 3</b> source=Arkansas-NDEM Inc. Amendment-Articles of Incorporation#page1.tif source=Arkansas-NDEM Inc. Amendment-Articles of Incorporation#page2.tif source=Arkansas-NDEM Inc. Amendment-Articles of Incorporation#page3.tif	

