

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
Audience Analytics, L.L.C.		10/01/2008	LIMITED LIABILITY COMPANY: UTAH

RECEIVING PARTY DATA

Name:	The Nielsen Company (US), LLC
Street Address:	150 N. Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60173
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3039734	AUDIENCE WATCH

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:	30619/60851
NAME OF SUBMITTER:	Michael R. Graham

OP \$40.00 3039734

Signature:

/Michael R. Graham/

Date:

11/19/2008

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:

"AUDIENCE ANALYTICS, L.L.C.", A UTAH LIMITED LIABILITY COMPANY,

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 12:43 O'CLOCK P.M.

3587365 8100M

081002224

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



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State
AUTHENTICATION: 6889354

DATE: 10-02-08

TRADEMARK
REEL: 003890 FRAME: 0902

CERTIFICATE OF MERGER
AUDIENCE ANALYTICS, L.L.C.
WITH AND INTO
THE NIELSEN COMPANY (US), LLC

1. Audience Analytics, L.L.C., a Utah limited liability company, shall merge with and into The Nielsen Company (US), LLC, a Delaware limited liability company, pursuant to Section 18-209 of the Delaware Limited Liability Company Act and Section 1407 of the Utah Revised 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>
Audience Analytics, L.L.C.	Utah
The Nielsen Company (US), 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 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 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.

THE NIELSEN COMPANY (US), LLC

By: 
Harris A. Black
Authorized Person