

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
Nielsen Media Research, LLC		10/01/2008	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	The Nielsen Company (US), LLC
Street Address:	150 N. Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60606
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 79

Property Type	Number	Word Mark
Serial Number:	73576519	MEGABASE
Serial Number:	73237008	DMA
Serial Number:	73602537	MONITOR-PLUS
Serial Number:	73671551	NET*FACTS
Serial Number:	73273926	NIELSEN HOMEVIDEO INDEX
Serial Number:	71586704	NTI
Serial Number:	72232581	VIEWERS IN PROFILE
Serial Number:	72232582	VIP
Serial Number:	74372606	POCKETPIECE
Serial Number:	74372342	GALAXY
Serial Number:	74519201	NSS
Serial Number:	74621716	NSI

OP \$1990.00 73576519

Serial Number:	74308651	AD*VIEWS
Serial Number:	75194064	NIELSEN MEDIA RESEARCH
Serial Number:	75194065	NIELSEN MEDIA RESEARCH
Serial Number:	75194066	NIELSEN MEDIA RESEARCH
Serial Number:	75194067	NIELSEN MEDIA RESEARCH
Serial Number:	75859950	NIELSEN HISPANIC TELEVISION INDEX
Serial Number:	75859475	NIELSEN HISPANIC STATION INDEX
Serial Number:	75860776	NHTI
Serial Number:	75859680	NHSI
Serial Number:	76137770	NHHI
Serial Number:	75860798	NHTI
Serial Number:	75860775	NHTI
Serial Number:	75860604	NIELSEN HISPANIC TELEVISION INDEX
Serial Number:	75861197	NIELSEN HISPANIC TELEVISION INDEX
Serial Number:	75859949	NIELSEN HISPANIC TELEVISION INDEX
Serial Number:	76137696	NIELSEN HISPANIC HOMEVIDEO INDEX
Serial Number:	75859476	NIELSEN HISPANIC STATION INDEX
Serial Number:	75859126	NIELSEN HISPANIC STATION INDEX
Serial Number:	75859477	NIELSEN HISPANIC STATION INDEX
Serial Number:	75860646	NHSI
Serial Number:	75859682	NHSI
Serial Number:	75859683	NHSI
Serial Number:	75401194	VIRTUAL ISSUE
Serial Number:	75451785	SPORTSQUEST
Serial Number:	75548852	UNLOCK THE POWER OF MEDIA
Serial Number:	75791100	NPOWER
Serial Number:	75936545	FOCUS
Serial Number:	74458264	MULTI*FACTS
Serial Number:	76375231	NQUEST
Serial Number:	76380717	HISPANIC CABLE LINKS
Serial Number:	76407726	PRINCIPAL MOVIEGOERS
Serial Number:	76477687	MARKETBREAKS
Serial Number:	76482370	QUICK*VIEWS
Serial Number:	76517227	NIELSEN CINEMA
Serial Number:	76517228	NIELSEN CINEMA

TRADEMARK

REEL: 003891 FRAME: 0464

Serial Number:	78316894	MOVIE*SENTRY
Serial Number:	78401550	VIDEO*SENTRY
Serial Number:	78496728	PLACE*VIEWS
Serial Number:	78513220	PRINT*VIEWS
Serial Number:	78595093	NAVE II
Serial Number:	78595097	NAVE
Serial Number:	78785001	NAVE IIC
Serial Number:	78613872	NUR
Serial Number:	78613869	NACAT
Serial Number:	78613866	NIELSEN UNIVERSAL READER
Serial Number:	76271124	AUDIOAUDIT ADVANTAGE
Serial Number:	78738926	POWERPLAY
Serial Number:	78830335	GRABIX.COM
Serial Number:	78830329	GRABIX
Serial Number:	78873657	KEEPINGTRAC
Serial Number:	78870020	CREATIVE*VIEWS
Serial Number:	78870015	SPOTTRAC
Serial Number:	78875164	MEDIAEFFECTS
Serial Number:	78893660	NORA
Serial Number:	78893661	NORA NIELSEN ON DEMAND REPORTING & ANALYTICS
Serial Number:	78913006	A2/M2
Serial Number:	78913055	ANYTIME ANYWHERE MEDIA MEASUREMENT
Serial Number:	77182921	PLACE*VALUES
Serial Number:	77193526	NIELSEN MOBILE RATINGS
Serial Number:	77193533	NIELSEN REAL TIME RATINGS
Serial Number:	77260501	AUTOMATED DISCOVERY MARKETS
Serial Number:	77260498	FULL DISCOVERY MARKETS
Serial Number:	77260481	FDMS
Serial Number:	77465932	STELLAR
Serial Number:	77379845	LOCAL CUSTOM TOOLBOX
Serial Number:	73708478	DAILIES PLUS
Serial Number:	76351572	FEEDPOINT WEB

CORRESPONDENCE DATA

Fax Number: (312)474-0448

TRADEMARK
REEL: 003891 FRAME: 0465

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:	28049/G1000
NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	11/20/2008

Total Attachments: 3

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Delaware

PAGE 1

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:

"NIELSEN MEDIA RESEARCH, LLC", A DELAWARE 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 8:53 O'CLOCK A.M.

3587365 8100M

081001842

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



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886347

DATE: 10-01-08

TRADEMARK
REEL: 003891 FRAME: 0467

CERTIFICATE OF MERGER
NIELSEN MEDIA RESEARCH, LLC
WITH AND INTO
THE NIELSEN COMPANY (US), LLC

1. Nielsen Media Research, LLC, a Delaware 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, 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>
Nielsen Media Research, LLC	Delaware
The Nielsen Company (US), LLC	Delaware

3. An Agreement 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.

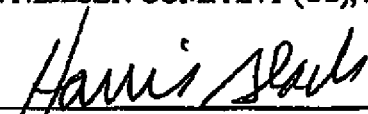
6. The Agreement of Merger is on file at the place of business of the surviving limited liability company, the address of which is 770 Broadway, New York, NY 10003.

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 either 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