

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion of Delaware Corporation to Delaware Limited Liability Company and Name Change

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Nielsen Media Research, Inc.		10/01/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Nielsen Media Research, LLC
Street Address:	770 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
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
Serial Number:	74308651	AD*VIEWS
Serial Number:	75194064	NIELSEN MEDIA RESEARCH

OP \$1990.00 73576519

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
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

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 312-474-6300

Email: docket@marshallip.com

TRADEMARK
REEL: 003891 FRAME: 0612

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: 5
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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 THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "NIELSEN MEDIA RESEARCH, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "NIELSEN MEDIA RESEARCH, INC." TO "NIELSEN MEDIA RESEARCH, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:47 O'CLOCK A.M.

2572956 8100V

081001829

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



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886336

DATE: 10-01-08

TRADEMARK
REEL: 003891 FRAME: 0614

Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "NIELSEN MEDIA RESEARCH, LLC" FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:47 O'CLOCK A.M.



2572956 8100V

081001829

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

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886336

DATE: 10-01-08

TRADEMARK
REEL: 003891 FRAME: 0615

STATE OF DELAWARE
CERTIFICATE OF CONVERSION

of

Nielsen Media Research, Inc.

(a Delaware corporation)

to

Nielsen Media Research, LLC

(a Delaware limited liability company)

This Certificate of Conversion to Limited Liability Company is being duly executed and filed by an authorized person, to convert Nielsen Media Research, Inc., a Delaware corporation (the "Corporation"), to a Delaware limited liability company, under Section 18-214 of the Delaware Limited Liability Company Act (the "Act").

- (1) The jurisdiction where the Corporation was first formed is Delaware.
- (2) The jurisdiction of the Corporation immediately prior to filing this Certificate is Delaware.
- (3) The date the Corporation was first incorporated in Delaware is January 2, 1996.
- (4) The name of the Corporation immediately prior to filing this Certificate was Nielsen Media Research, Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the Board of Directors (the "Board") and the sole stockholder of the Corporation by a written consent of the Board in accordance with the provisions of Section 141(f) of the DGCL and written consent of the sole stockholder of the Corporation in accordance with Section 228 of the DGCL, adopted a resolution approving the conversion of the Corporation into a Delaware limited liability company.
- (6) The name of the Limited Liability Company as set forth in the Certificate of Formation is Nielsen Media Research, LLC.
- (7) The conversion shall be effective upon the acceptance of the filing of this Certificate of Conversion by the Secretary of State of the State of Delaware.

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IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion
on this 1st day of October, 2008.

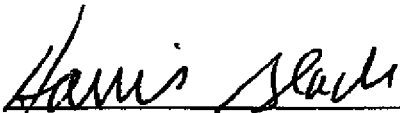
NIELSEN MEDIA RESEARCH, INC.

By: *Harris Black*
Harris Black
Authorized Person

CERTIFICATE OF FORMATION
OF
NIELSEN MEDIA RESEARCH, LLC

1. The name of the Limited Liability Company is Nielsen Media Research, LLC (the "Company").
2. The address of the registered office of the Company in the State of Delaware is Corporation Trust Center, 1209 Orange Street, in the City of Wilmington, County of New Castle. The name of its registered agent at such address is The Corporation Trust Company.
3. This Certificate of Formation shall be effective upon the acceptance of the filing of this Certificate of Formation by the Secretary of State of the State of Delaware.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of Nielsen Media Research, LLC this 1st day of October, 2008.



Harris Black
Authorized Person

STAM1-865712-1