

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 Decisions Made Easy, Inc.		10/01/2008	CORPORATION: ARKANSAS

RECEIVING PARTY DATA

Name:	AC Nielsen (US), Inc.
Street Address:	150 N. Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60173
Entity Type:	CORPORATION: DELAWARE

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

TRADEMARK

OP \$115.00 78436719

NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	11/20/2008
Total Attachments: 4 source=Nielsen Decisions Made Easy, Inc.-DE Merger-TNCUSLLC#page1.tif source=Nielsen Decisions Made Easy, Inc.-DE Merger-TNCUSLLC#page2.tif source=Nielsen Decisions Made Easy, Inc.-DE Merger-TNCUSLLC#page3.tif source=Nielsen Decisions Made Easy, Inc.-DE Merger-TNCUSLLC#page4.tif	

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 OWNERSHIP, WHICH MERGES:

"NIELSEN DECISIONS MADE EASY, INC.", AN ARKANSAS CORPORATION,

WITH AND INTO "AC NIELSEN (US), INC." UNDER THE NAME OF "AC NIELSEN (US), INC.", A CORPORATION 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 8:41 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3587365 8100M

081001818



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

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886231

DATE: 10-01-08

TRADEMARK
REEL: 003891 FRAME: 0629

CERTIFICATE OF OWNERSHIP AND MERGER
MERCING

NIELSEN DECISIONS MADE EASY, INC. (an Arkansas corporation)
INTO
AC NIELSEN (US), INC. (a Delaware corporation)

AC Nielsen (US), Inc., a corporation organized and existing under the laws of the State of Delaware (the "Corporation" or "AC Nielsen (US), Inc."), DOES HEREBY CERTIFY:

FIRST: That the Corporation was incorporated under the laws of the State of Delaware on the 4th day of November, 2002.

SECOND: That the Corporation owns all of the outstanding shares of the stock of Nielsen Decisions Made Easy, Inc. ("Nielsen Decisions Made Easy, Inc."), incorporated pursuant to the Arkansas 1987 Business Corporations Act, the provisions of which permit the merger of a subsidiary corporation of said state into a parent corporation organized and existing under the laws of another state, on the 6th day of March, 2006, under the name Decisions Made Easy, Inc., and a Certificate of Amendment was filed to change the name to Nielsen Decisions Made Easy, Inc. on March 6, 2008.

THIRD: That the Corporation, by the following resolutions of its sole director, duly adopted on October 1, 2008 by the written consent filed with the minutes of the Corporation, determined to merge into itself said Nielsen Decisions Made Easy, Inc. (the "Merger"):

RESOLVED: That the Corporation, the owner of all of the outstanding shares of Nielsen Decisions Made Easy, Inc., shall merge Nielsen Decisions Made Easy, Inc. into the Corporation pursuant to Section 253 of the Delaware General Corporation Law and pursuant to Section 4-27-1104 of the Arkansas 1987 Business Corporation Act; and be it further

RESOLVED: That upon completion of the Merger, AC Nielsen (US), Inc. shall be the "surviving corporation" of the Merger and the surviving corporation's name shall remain AC Nielsen (US), Inc.; and be it further

RESOLVED: That the Certificate of Incorporation of AC Nielsen (US), Inc. immediately prior to the Merger shall be the Certificate of Incorporation of AC Nielsen (US), Inc. as the surviving corporation after the Merger without any change or amendment thereto; and be it further

RESOLVED: That the Bylaws of AC Nielsen (US), Inc. immediately prior to the Merger shall be the Bylaws of AC Nielsen (US), Inc. as the surviving corporation after the Merger without any change or amendment thereto; and be it further

RESOLVED: That each person serving as an officer and/or director of AC Nielsen (US), Inc. immediately preceding the effective date of the Merger shall continue to serve in his or her respective capacity as an officer and/or director of AC Nielsen (US), Inc. as the surviving corporation until his or her successor is chosen and qualified; and be it further

RESOLVED: That each share of capital stock of AC Nielsen (US), Inc. which shall be issued and outstanding as of the effective date of the Merger shall remain issued and outstanding; and be it further

RESOLVED: That all of the issued and outstanding shares of capital stock of Nielsen Decisions Made Easy, Inc. shall automatically be canceled and extinguished upon the Merger becoming effective.

FOURTH: 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.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, said AC Nielsen (US), Inc. has caused this Certificate to be signed by Harris A. Black, its Vice President and Assistant Secretary, this 1st day of October, 2008.

AC NIELSEN (US), INC.

By: Harris A. Black
Name: Harris A. Black
Title: Vice President and Assistant Secretary