

**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 EDI, Inc.		10/01/2008	CORPORATION: CALIFORNIA

**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: 13**

Property Type	Number	Word Mark
Serial Number:	75043110	FILMSOURCE
Serial Number:	74684784	"ANSWERS IN REAL TIME"
Serial Number:	74684782	FILMSOURCE
Serial Number:	75751007	THE WORLDWIDE BOX OFFICE AUTHORITY
Serial Number:	75751006	THE WORLDWIDE BOX OFFICE AUTHORITY
Serial Number:	75028394	THE RELEASE SCHEDULE
Serial Number:	75855970	BOFFO
Serial Number:	75853584	BOFFO
Serial Number:	75855971	BOFFO BOX OFFICE FLASH FIGURES ONLINE
Serial Number:	78226796	THEATRE ATLAS
Serial Number:	78537267	N NIELSEN EDI FLASH
Serial Number:	78537265	FLASH
Serial Number:	78537197	FILM LOCATION AND SALES HEARTBEAT

OP \$340.00 75043110

**TRADEMARK**

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:	29203/G1000
NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	11/20/2008

Total Attachments: 3  
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source=Nielsen EDI Inc.-DE Merger-TNCUSLLC#page3.tif

# 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 EDI, INC.", A CALIFORNIA CORPORATION,  
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 1:04 O'CLOCK P.M.

3587365 8100M

081002591

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889407

DATE: 10-02-08

TRADEMARK  
REEL: 003891 FRAME: 0705

CERTIFICATE OF MERGER

NIELSEN EDI, INC.

WITH AND INTO

THE NIELSEN COMPANY (US), LLC

1. Nielsen EDI, Inc., a California corporation, shall merge with and into The Nielsen Company (US), LLC, a Delaware limited liability company, pursuant to Section 1113 of the California Corporations Code and 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 EDI, Inc.	California
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 corporation.

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 the limited liability company or any stockholder of the merging corporation.

*[The next page is the signature page.]*

IN WITNESS WHEREOF, the undersigned have caused this Certificate of Merger to be signed on October 1, 2008.

THE NIELSEN COMPANY (US), LLC

By: *Harris Black*  
Harris A. Black  
Authorized Person