

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
VNU Media Measurement & Information, Inc.		10/01/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SRDS, Inc.		
Street Address:	1700 Higgins Road		
City:	Des Plaines		
State/Country:	ILLINOIS		
Postal Code:	60018		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78330569	NPOD	
Serial Number:	78427036	SPONSORSHIP SCORECARD	
Serial Number:	78590278	FANLINKS	
CORRESPONDENCE DATA			
Fax Number:	(312)474-0448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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:	30736/G1000		

OP \$90.00 78330569

NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	11/21/2008
Total Attachments: 4 source=VNU MMI Inc.-DE Merger-SRDS#page1.tif source=VNU MMI Inc.-DE Merger-SRDS#page2.tif source=VNU MMI Inc.-DE Merger-SRDS#page3.tif source=VNU MMI Inc.-DE Merger-SRDS#page4.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 OWNERSHIP, WHICH MERGES:

"VNU MEDIA MEASUREMENT & INFORMATION, INC.", A DELAWARE CORPORATION,

WITH AND INTO "SRDS, INC." UNDER THE NAME OF "SRDS, 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 12:37 O'CLOCK P.M.

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

2109995 8100M

081002200

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



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889323

DATE: 10-02-08

TRADEMARK
REEL: 003892 FRAME: 0568

CERTIFICATE OF OWNERSHIP AND MERGER
MERCING

VNU MEDIA MEASUREMENT & INFORMATION, INC. (a Delaware corporation)
INTO
SRDS, INC., (a Delaware corporation)

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

FIRST: That the Corporation was incorporated as VNU Acquisition, Inc. on December 8, 1986; as amended by that Certificate of Amendment filed on February 27, 2002 amending the Corporation's name to SRDS, Inc., pursuant to the Delaware General Corporation Law.

SECOND: That the Corporation owns all of the outstanding shares of the stock of VNU Media Measurement & Information, Inc. ("VNU MMI"), a corporation incorporated on September 11, 2003 as VNU Media & Measurement, Inc., as amended by a Certificate of Amendment filed on October 10, 2003 amending the name of VNU MMI to VNU Media Measurement & Information, Inc., pursuant to the Delaware General Corporation Law.

THIRD: That the Corporation, by the following resolutions of its Board of Directors, duly adopted on October 1, 2008 by the unanimous written consent of its directors filed with the minutes of the Board, determined to merge into itself VNU MMI (the "Merger"):

RESOLVED: That the board of directors of the Corporation hereby authorizes and directs the Corporation to effect the Merger, to occur on October 1, 2008, and hereby recommends approval of the Merger by the sole stockholder; and be it further

RESOLVED: That the sole stockholder of the Corporation hereby approves the Merger; and be it further

RESOLVED: That the Corporation, the owner of all of the outstanding shares of VNU MMI, shall merge VNU MMI into the Corporation pursuant to Section 253 of the General Corporation Law of the State of Delaware; and be it further

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

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

RESOLVED: That the Bylaws of SRDS, Inc. immediately prior to the Merger shall be the Bylaws of SRDS, 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 SRDS, 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 SRDS, 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 SRDS, 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 VNU/MMI shall automatically be canceled and extinguished upon the Merger becoming effective; and be it further

RESOLVED: That upon the effectiveness of the Merger, the Corporation shall succeed to all of the assets, rights, privileges, powers and franchises, including without limitation, the intellectual property, and be subject to all of the liabilities, restrictions, disabilities and duties, of VNU/MMI; and be it further

RESOLVED: That a Certificate of Ownership and Merger shall be filed with the Secretary of State of the State of Delaware pursuant to Section 253 of the General Corporation Law of the State of Delaware; and be it further

RESOLVED: That the officers of the Corporation are each individually authorized, empowered and directed to execute such documents and take such corporate action as is necessary or desirable to effect the Merger and the foregoing resolutions as the proper officers deem appropriate, the execution of an officer to be conclusive evidence of such proper officer's approval thereof.

FOURTH: This Certificate of Ownership and Merger shall be effective upon filing with the Secretary of State of the State of Delaware.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, SRDS, Inc. has caused this Certificate to be signed by
Harris A. Black, its Vice President, this 1st day of October, 2008.

SRDS, INC.

By: 
Name: Harris A. Black
Title: Vice President