

**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
SRDS, Inc.		10/01/2008	CORPORATION: DELAWARE

**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: 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  
*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:	30736/G1000
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OP \$90.00 78330569

NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	11/21/2008
Total Attachments: 3 source=SRDS Inc.-DE Merger-TNCUSLLC#page1.tif source=SRDS Inc.-DE Merger-TNCUSLLC#page2.tif source=SRDS Inc.-DE Merger-TNCUSLLC#page3.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 MERGER, WHICH MERGES:

"SRDS, INC.", A DELAWARE 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 12:40 O'CLOCK P.M.

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



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081002217

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: 6889336

DATE: 10-02-08

TRADEMARK  
REEL: 003892 FRAME: 0580

CERTIFICATE OF MERGER

SRDS, INC.

WITH AND INTO

THE NIELSEN COMPANY (US), LLC

1. SRDS, Inc., a Delaware corporation, shall merge with and into The Nielsen Company (US), LLC, a Delaware limited liability company, pursuant to Section 264(c) of the Delaware General Corporation Law 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>
SRDS, Inc.	Delaware
The Nielsen Company (US), LLC	Delaware

3. An Agreement of Merger has been approved, adopted, certified, executed and acknowledged 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 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*  
**Harris A. Black**  
**Authorized Person**