

**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
Claritas 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: 17**

Property Type	Number	Word Mark
Serial Number:	75440976	SPECTRA ADVANTAGE
Serial Number:	76148046	SPECTRA
Serial Number:	76148049	SPECTRA
Serial Number:	76488707	CONSUMER 360 YOUR CONNECTION TO ACTIONABLE INSIGHTS
Serial Number:	76488708	CONSUMER 360
Serial Number:	76446149	SPECTRA/BASES INTROTARGETER
Serial Number:	76446227	INTROTARGETER
Serial Number:	76452463	OPPORTUNITY FINDER
Serial Number:	78365896	SPECTRA HISPANIQ
Serial Number:	78365898	SPECTRA HISPANIQ
Serial Number:	78366116	CULTURE POINT MODEL
Serial Number:	78566974	BEHAVIORSCAPE

OP \$440.00 75440976

Serial Number:	78566963	BEHAVIORSTAGE
Serial Number:	75795800	VOLUME RATING POINT
Serial Number:	78781446	CONSUMER TRADE AREAS
Serial Number:	76262362	VRP INSIGHT
Serial Number:	77249096	RETAIL C.O.D.E.

**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:	29694/G1000
NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	11/26/2008

**Total Attachments: 3**

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# 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:

"CLARITAS 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 12:19 O'CLOCK P.M.

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

3587365 8100M

081002120

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: 6889277

DATE: 10-02-08

TRADEMARK  
REEL: 003893 FRAME: 0593

CERTIFICATE OF MERGER

CLARITAS INC.

WITH AND INTO

THE NIELSEN COMPANY (US), LLC

1. Claritas 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>
Claritas 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