

**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
Trade Dimensions International, 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

Name:	Interactive Market Systems, Inc.
Street Address:	770 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
Entity Type:	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Serial Number:	76278958	TRADEDIMENSIONS
Serial Number:	76286865	TDLINX
Serial Number:	76286866	TDLINX
Serial Number:	76502682	RETAIL TENANT DIRECTORY
Serial Number:	76069140	TRADE DIMENSIONS
Serial Number:	75226292	DEMOGRAPHICS USA

OP \$315.00 76278958

Serial Number:	76534012	DIRECTORY OF CONVENIENCE STORES
Serial Number:	76534022	MARKET SCOPE
Serial Number:	76534011	RETAIL TENANT DIRECTORY
Serial Number:	78295268	HIGH-VOLUME RETAILERS
Serial Number:	78295270	HIGH-VOLUME RETAILERS THE ALTERNATE CHANNEL SOURCEBOOK
Serial Number:	78279459	DEMOGRAPHICS USA

**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:	30255/G1000
NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	11/26/2008

**Total Attachments: 4**

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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 OWNERSHIP, WHICH MERGES:

"TRADE DIMENSIONS INTERNATIONAL, INC.", A DELAWARE CORPORATION,

WITH AND INTO "INTERACTIVE MARKET SYSTEMS, INC." UNDER THE NAME OF "INTERACTIVE MARKET SYSTEMS, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF NEW YORK, AS RECEIVED AND FILED IN THIS OFFICE THE FIRST DAY OF OCTOBER, A.D. 2008, AT 12:07 O'CLOCK P.M.

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



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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: 6889215

DATE: 10-02-08

TRADEMARK  
REEL: 003893 FRAME: 0598

CERTIFICATE OF OWNERSHIP AND MERGER  
MERGING  
TRADE DIMENSIONS INTERNATIONAL, INC. (a Delaware corporation)  
INTO  
INTERACTIVE MARKET SYSTEMS, INC. (a New York corporation)

Interactive Market Systems, Inc., a corporation organized and existing under the laws of the State of New York (the "Corporation" or "Interactive Market Systems, Inc."), DOES HEREBY CERTIFY:

FIRST: That the Corporation was incorporated on November 4, 1983, under the name Emark, Inc., pursuant to the New York Business Corporation Law, the provisions of which permit the merger of a subsidiary corporation of another state into a parent corporation organized and existing under the laws of said state.

SECOND: That the Corporation owns all of the outstanding shares of the stock of Trade Dimensions International, Inc., a corporation incorporated on November 15, 2001, pursuant to the Delaware General Corporation Law ("Trade Dimensions International, Inc.").

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 members filed with the minutes of the Board, determined to merge into itself said Trade Dimensions International, Inc. (the "Merger"):

RESOLVED: That the Corporation, the owner of all of the outstanding shares of Trade Dimensions International, Inc., shall merge Trade Dimensions International, Inc. into the Corporation pursuant to Section 905 of the New York Business Corporation Law and Section 253 of the General Corporation Law of the State of Delaware; and be it further

RESOLVED: That the form, terms and provisions of the plan of merger of Trade Dimensions International, Inc. with and into Interactive Market Systems, Inc. are hereby adopted, approved, ratified and confirmed by the board of directors and sole stockholder in all respects; and be it further

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

RESOLVED: That the Bylaws of Interactive Market Systems, Inc. immediately prior to the Merger shall be the Bylaws of Interactive Market Systems, 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 Interactive Market Systems, 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 Interactive Market Systems, 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 Interactive Market Systems, 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 Trade Dimensions International, Inc. shall automatically be canceled and extinguished upon the Merger becoming effective.

FOURTH: That the Corporation survives the merger and may be served with process in the State of Delaware in any proceeding for enforcement of any obligation of Trade Dimensions International, Inc. as well as for enforcement of any obligation of the surviving corporation arising from the Merger, including any suit or other proceeding to enforce the right of any stockholder as determined in appraisal proceedings pursuant to the provisions of Section 262 of the General Corporation Law of Delaware, and it does hereby irrevocably appoint the Secretary of State of Delaware as its agent to accept service of process in any such suit or other proceeding. The address to which a copy of such process shall be mailed by the Secretary of State of Delaware is Interactive Market Systems, Inc., 770 Broadway, New York, NY 10003, until the surviving corporation shall have hereafter designated in writing to the said Secretary of State a different address for such purpose.

FIFTH: 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, said Interactive Market Systems, Inc. has caused this Certificate to be signed by Harris A. Black, its Vice President and Assistant Secretary, this 1<sup>st</sup> day of October, 2008.

INTERACTIVE MARKET SYSTEMS, INC.

By: *Harris A. Black*

Name: Harris A. Black

Title: Vice President and Assistant Secretary