

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 Entertainment, LLC		10/01/2008	LIMITED LIABILITY COMPANY: 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: 9

Property Type	Number	Word Mark
Serial Number:	76524917	BDS
Serial Number:	76164764	BOOK SCAN
Serial Number:	76166045	BOOKSCAN
Serial Number:	76524919	BROADCAST DATA SYSTEMS
Serial Number:	74392370	SOUNDSCAN
Serial Number:	74392365	SOUNDSCAN
Serial Number:	75379470	TAP
Serial Number:	78897157	VIDEOSCAN
Serial Number:	75379603	TRANSACTIONS ARE POWER

CORRESPONDENCE DATA

Fax Number: (312)474-0448

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

TRADEMARK

REEL: 003893 FRAME: 0619

900121510

OP \$240.00 76524917

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:	30792/G1000
NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	11/26/2008

Total Attachments: 3
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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 ENTERTAINMENT, LLC", A DELAWARE LIMITED LIABILITY COMPANY,

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 12:31 O'CLOCK P.M.

3587365 8100M

081002171

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



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889299

DATE: 10-02-08

TRADEMARK
REEL: 003893 FRAME: 0621

CERTIFICATE OF MERGER

NIELSEN ENTERTAINMENT, LLC

WITH AND INTO

THE NIELSEN COMPANY (US), LLC

1. Nielsen Entertainment, LLC, a Delaware limited liability company, shall merge with and into The Nielsen Company (US), LLC, a Delaware limited liability company, pursuant to 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 Entertainment, LLC	Delaware
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 limited liability company.
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 either the surviving or the merging limited liability company.

[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 Black*
Harris A. Black
Authorized Person