

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:	60606
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 32

Property Type	Number	Word Mark
Serial Number:	78576620	ADSELECT
Serial Number:	75577800	ADVANCING THE SCIENCE AND ART OF MARKETING
Serial Number:	73564646	BUSINESS-FACTS
Serial Number:	77305541	BUSINESS-FACTS
Serial Number:	73276676	CLARITAS
Serial Number:	73697893	CLARITAS
Serial Number:	73785040	CLARITAS
Serial Number:	76194842	CONNEXIONS
Serial Number:	73749277	CONSUMER CLOUT
Serial Number:	75677592	CONSUMERPOINT
Serial Number:	77198890	CONVERGENCE AUDIT
Serial Number:	73585416	DAYTIME POPULATION
Serial Number:	75052035	FINANCIAL CLOUT

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Serial Number:	76462442	IMODEL
Serial Number:	77215020	INTEGRAS
Serial Number:	76320049	INTELLISERV
Serial Number:	77249419	IXPRESS
Serial Number:	74183665	LIFEP\$YCLE
Serial Number:	75057628	MARKET AUDIT
Serial Number:	73708135	MARKETSCAN
Serial Number:	74021302	MICROVISION
Serial Number:	73708132	P\$YCLE
Serial Number:	73585415	POP-FACTS
Serial Number:	73585424	POP-FACTS
Serial Number:	77067233	PRIME LOCATION
Serial Number:	73697895	PRIZM
Serial Number:	77068828	PROFILE-ON-DEMAND
Serial Number:	76631030	RETAIL MARKET POWER
Serial Number:	75487720	THE CONVERGENCE AUDIT
Serial Number:	73586008	YPD
Serial Number:	77443196	CIVICIQ
Serial Number:	73682946	BUSINESS-FACTS

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:	31018/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:

"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

Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State
AUTHENTICATION: 6889277

DATE: 10-02-08

TRADEMARK
REEL: 003893 FRAME: 0857

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.

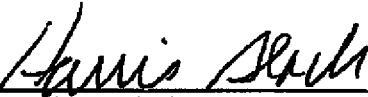
6. The Agreement of Merger is on file at the place of business of the surviving limited liability company, the address of which is 770 Broadway, New York, NY 10003.

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
Authorized Person