

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Conversion to limited liability company and name change		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nielsen Mobile, Inc.		10/01/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Nielsen Mobile, LLC		
Street Address:	200 Vallejo Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94111		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78063188		
Serial Number:	75824639	TELEPHIA	
CORRESPONDENCE DATA			
Fax Number:	(312)474-0448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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:	31384/G1000		
NAME OF SUBMITTER:	Michael R. Graham		
Signature:	/Michael R. Graham/		

OP \$65.00 78063188

Date:

11/30/2008

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 THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "NIELSEN MOBILE, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "NIELSEN MOBILE, INC." TO "NIELSEN MOBILE, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 12:49 O'CLOCK P.M.



2906911 8100V

081002285

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

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889375

DATE: 10-02-08

TRADEMARK
REEL: 003895 FRAME: 0257

**STATE OF DELAWARE
CERTIFICATE OF CONVERSION**

of

**Nielsen Mobile, Inc.
(a Delaware corporation)**

to

**Nielsen Mobile, LLC
(a Delaware limited liability company)**

This Certificate of Conversion to Limited Liability Company is being duly executed and filed by an authorized person, to convert Nielsen Mobile, Inc., a Delaware corporation (the "Corporation"), to a Delaware limited liability company, under Section 18-214 of the Delaware Limited Liability Company Act (the "Act").

- (1) The jurisdiction where the Corporation was first formed is Delaware.
- (2) The jurisdiction of the Corporation immediately prior to filing this Certificate is Delaware.
- (3) The date the Corporation was first incorporated in Delaware is June 10, 1998.
- (4) The name of the Corporation immediately prior to filing this Certificate was Nielsen Mobile, Inc. The Corporation was incorporated in Delaware under the name Wireless Marketing Services Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the board of directors of the Corporation by a written consent in accordance with the provisions of Section 141(f) of the DGCL and the sole stockholder of the Corporation by a written consent written consent of the sole stockholder of the Corporation in accordance with Section 228 of the DGCL, adopted resolutions approving the conversion of the Corporation into a Delaware limited liability company.
- (6) The name of the Limited Liability Company as set forth in the Certificate of Formation is Nielsen Mobile, LLC.
- (7) The conversion shall be effective upon the acceptance of the filing of this Certificate of Conversion by the Secretary of State of the State of Delaware.

[the next page is the signature page]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion
on this 1st day of October, 2008.

NIELSEN MOBILE, INC.

By: Harris Black

Name: Harris Black

Authorized Person