

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Inadvertent inclusion of second assignee in cover sheet. previously recorded on Reel 003893 Frame 0596. Assignor(s) hereby confirms the Merger.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Trade Dimensions International, Inc.		10/01/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

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
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

TRADEMARK

OP \$315.00 76278958

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 BILL FIRM
NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	12/11/2008

Total Attachments: 9
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TO:MICHAEL R. GRAHAM COMPANY:233 SOUTH WACKER DRIVE

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.111/26/2008
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	10/01/2008		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Trade Dimensions International, Inc.		10/01/2008
			Entity Type
			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

TO:MICHAEL R. GRAHAM COMPANY:233 SOUTH WACKER DRIVE

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

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 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.



4607152 8100M

081002028

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

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889215

DATE: 10-02-08

TRADEMARK
REEL: 003901 FRAME: 0368

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 1st day of October, 2008.

INTERACTIVE MARKET SYSTEMS, INC.

By: *Harris A. Black*
Name: Harris A. Black
Title: Vice President and Assistant Secretary