

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Supplement No. 9 to IP Security Agreement	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Buzzmetrics, Ltd.		12/01/2008	CORPORATION: DELAWARE
NetRatings, LLC	FORMERLY NetRatings, Inc.	12/01/2008	LIMITED LIABILITY COMPANY: DELAWARE
Nielsen Mobile, Inc.	FORMERLY Telephia, Inc.	12/01/2008	CORPORATION: DELAWARE
Nielsen National Research Group, Inc.		12/01/2008	CORPORATION: CALIFORNIA
PERQ/HCI, LLC		12/01/2008	LIMITED LIABILITY COMPANY: DELAWARE
Trade Dimensions International, Inc.		12/01/2008	CORPORATION: DELAWARE
The Nielsen Company (US), LLC	FORMERLY AC Nielsen (US), Inc.	12/01/2008	LIMITED LIABILITY COMPANY: DELAWARE
TNC (US) Holdings, Inc.	FORMERLY The Nielsen Company (US), Inc.	12/01/2008	CORPORATION: DELAWARE
VNU Marketing Information, Inc.		12/01/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Citibank, N.A., as Collateral Agent		
Street Address:	390 Greenwich Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	Association-USA: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3105978	CIPHER	
Registration Number:	3087201	CIPHER WEB	
Registration Number:	3141164	CRUNCH	

CH \$115.00 3105978

900125565

TRADEMARK  
 REEL: 003925 FRAME: 0384

Registration Number:	3130768	DR. KNOW
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**CORRESPONDENCE DATA**

Fax Number: (202)408-3141

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

Phone: 800-927-9801 x2348

Email: jpaterso@cscinfo.com

Correspondent Name: Corporation Service Company

Address Line 1: 1090 Vermont Avenue NW, Suite 430

Address Line 2: Attn: Jean Paterson

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:

872050

NAME OF SUBMITTER:

Jean Paterson

Signature:

/Jean Paterson/

Date:

01/27/2009

**Total Attachments: 6**

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

### SUPPLEMENT NO. 9

This **INTELLECTUAL PROPERTY SECURITY AGREEMENT SUPPLEMENT NO. 9**, dated as of December 1, 2008, is delivered by the entities listed on Schedule I hereto, all located at 770 Broadway, New York, NY 10003, (the “**Grantors**”) to Citibank, N.A., as Administrative Agent, Collateral Agent and representative of the Lenders (in such capacity, the “**Secured Party**”) pursuant to and in supplement of the Intellectual Property Security Agreement, dated as of August 9, 2006 (as amended, restated, supplemented, waived or otherwise modified from time to time, being the “**Intellectual Property Security Agreement**”), among the Grantors, the other grantors named therein, and Secured Party, (together, with all Intellectual Property Supplements entered into since August 9, 2006, being the “**Grants**”). Capitalized terms used herein not otherwise defined herein shall have the meanings ascribed thereto in the Grants.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Intellectual Property Security Agreement, to evidence further the security interest granted by Grantor to Secured Party pursuant to the Intellectual Property Security Agreement, Grantor grants to Secured Party a security interest in all of Grantor’s right, title and interest in and to the Collateral set forth on Schedule II annexed hereto. All such Collateral shall be deemed to be part of the Collateral and shall be hereafter subject to each of the terms and conditions of the Intellectual Property Security Agreement and the Grants.

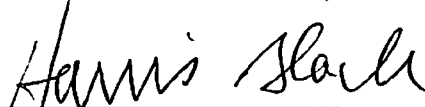
Each Grantor does hereby further acknowledge and affirm that the rights and remedies of Secured Party with respect to the security interest in the Collateral granted hereby are more fully set forth in the Intellectual Property Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

**IN WITNESS WHEREOF**, each Grantor has caused this Intellectual Property Security Agreement Supplement No. 9 to be duly executed and delivered by its officer thereunto duly authorized as of the date hereof.

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BUZZMETRICS, LTD.  
NETRATINGS, LLC  
NIELSEN MOBILE, LLC  
NIELSEN NATIONAL RESEARCH GROUP, INC.  
PERQ/HCI, LLC  
TRADE DIMENSIONS INTERNATIONAL, INC.  
THE NIELSEN COMPANY (US), LLC  
TNC (US) HOLDINGS, INC.  
VNU MARKETING INFORMATION, INC.

By



Name: Harris Black

Title: Vice President & Assistant Secretary

**Schedule I**  
**to**  
**Intellectual Property Security Agreement**  
**dated as of December 1, 2008**

**List of Entities Pledging Intellectual Property**

Buzzmetrics, Ltd., a Delaware corporation  
NetRatings, LLC (f/k/a NetRatings, Inc.), a Delaware limited liability company  
Nielsen Mobile, Inc. (f/k/a Telephia, Inc.), a Delaware corporation  
Nielsen National Research Group, Inc., a California corporation  
PERQ/HCI, LLC, a Delaware limited liability company  
Trade Dimensions International, Inc., a Delaware corporation  
The Nielsen Company (US), LLC (f/k/a AC Nielsen (US), Inc.), a Delaware limited liability company  
TNC (US) Holdings, Inc., (f/k/a The Nielsen Company (US), Inc.), a Delaware corporation  
VNU Marketing Information, Inc., a Delaware corporation

**Schedule II**  
**to**  
**Intellectual Property Security Agreement**  
**dated as of December 1, 2008**

**United State Copyrights**

None.

**United State Trademarks**

See attached.

**Non-US Trademark Licenses**

See attached.

NY1:1762332.2

**Schedule to IP Security Agreement**

Registered Owner	Country/ Authority	Application No.	Registration No.	Trademark / Class
The Nielsen Company (US), LLC	United States	78/436,716	3,105,978	CIPHER 09
The Nielsen Company (US), LLC	United States	78/436,709	3,087,201	CIPHER WEB 09
The Nielsen Company (US), LLC	United States	78/436,719	3,141,164	CRUNCH 09
The Nielsen Company (US), LLC	United States	78/436,721	3,130,768	DR. KNOW 35