

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Nielsen Company (US), LLC		08/01/2009	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	WPP Properties
Street Address:	125 Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
Entity Type:	PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	2212452	BUSINESS PUBLICATION ADVERTISING SOURCE
Registration Number:	2690022	BUSINESS PUBLICATION ADVERTISING SOURCE
Registration Number:	3110300	CONSUMER MAGAZINE CONNECTIONS
Registration Number:	3269927	DIRECT MARKETER'S ADVANTAGE
Registration Number:	3269928	DIRECT MARKETER'S ADVANTAGE
Registration Number:	2205172	DIRECT MARKETING LIST SOURCE
Registration Number:	2620528	DIRECT MARKETING LIST SOURCE
Registration Number:	2534201	DIRECTNET
Registration Number:	2801955	HISPANIC MEDIA & MARKET SOURCE
Registration Number:	2909425	INTERACTIVE ADVERTISING SOURCE
Registration Number:	2993570	INTERACTIVE ADVERTISING SOURCE
Registration Number:	3295610	MY SRDS PROJECT MANAGER
Registration Number:	2208363	NEWSPAPER ADVERTISING SOURCE

CH \$640.00 2212452

Registration Number:	2668200	NEWSPAPER ADVERTISING SOURCE
Registration Number:	1685263	SRDS
Registration Number:	3218129	SRDS BUSINESS PUBLICATION CONNECTIONS
Registration Number:	2781315	SRDS CONSUMER MAGAZINE ADVERTISING SOURCE
Registration Number:	2939758	SRDS MEDIA PLANNING SYSTEM
Registration Number:	2782473	SRDS MEDIA SOLUTIONS
Registration Number:	3132297	SRDS MEDIA SOLUTIONS
Registration Number:	3349155	SRDS NEWSPAPER CONNECTIONS
Registration Number:	2697176	SRDS ONLINE
Registration Number:	0272605	STANDARD RATE & DATA SERVICE
Registration Number:	2208404	TV & CABLE SOURCE
Registration Number:	2750950	WHERE MEDIA DECISIONS ARE MADE

CORRESPONDENCE DATA

Fax Number: (212)468-4888
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-468-4800
Email: jkatz@dglaw.com
Correspondent Name: Jeffrey C. Katz
Address Line 1: 1740 Broadway
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	3023-0461-003-ASSIGN-25
NAME OF SUBMITTER:	Jeffrey C. Katz
Signature:	/Jeffrey C. Katz/
Date:	08/07/2009

Total Attachments: 4
source=THE NIELSEN COMPANY GNMENT#page1.tif
source=THE NIELSEN COMPANY GNMENT#page2.tif
source=THE NIELSEN COMPANY GNMENT#page3.tif
source=THE NIELSEN COMPANY GNMENT#page4.tif

TRADEMARK ASSIGNMENT

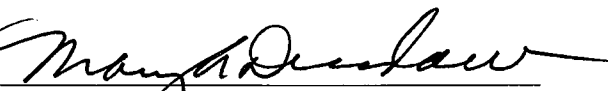
WHEREAS, The Nielsen Company (US), LLC, a Delaware limited liability company, (hereinafter "Assignor") is the owner of the marks listed on the attached Schedule which are registered in the United States Patent and Trademark Office and in other jurisdictions internationally;

WHEREAS, WPP Properties, a Delaware partnership, located at 125 Park Avenue, New York, NY 10017 (hereinafter "Assignee") is desirous of acquiring said marks and said registrations thereof in the U.S. and internationally.

NOW, THEREFORE, Assignor hereby transfers and assigns to Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof on the attached Schedule, and all rights to damages or profits due or accrued arising out of past infringement of the said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed as of August 1, 2009.

The Nielsen Company (US), LLC

By: 
Name: Mary A. Dresdow
Title: Vice President and Assistant Secretary

WPP Properties

By: _____
Name:
Title:

TRADEMARK ASSIGNMENT

WHEREAS, The Nielsen Company (US), LLC, a Delaware limited liability company, 770 Broadway, New York, NY 10003 (hereinafter "Assignor") is the owner of the marks listed on the attached Schedule which are registered in the United States Patent and Trademark Office and in other jurisdictions internationally;

WHEREAS, WPP Properties, a Delaware partnership, located at 125 Park Avenue, New York, NY 10017 (hereinafter "Assignee") is desirous of acquiring said marks and said registrations thereof in the U.S. and internationally.

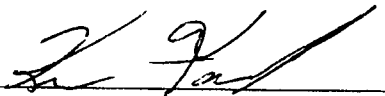
NOW, THEREFORE, Assignor hereby transfers and assigns to Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof on the attached Schedule, and all rights to damages or profits due or accrued arising out of past infringement of the said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed as of August 1, 2009.

The Nielsen Company (US), LLC

By: _____
Name:
Title:

WPP Properties

By:  _____
Name:
Title:

TRADEMARK SCHEDULE

Country

U.S.

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BUSINESS PUBLICATION ADVERTISING SOURCE	2,212,452	December 22, 1998
BUSINESS PUBLICATION ADVERTISING SOURCE	2,690,022	February 25, 2003
CONSUMER MAGAZINE CONNECTIONS	3,110,300	June 27, 2006
DIRECT MARKETER'S ADVANTAGE	3,269,927	July 24, 2007
DIRECT MARKETER'S ADVANTAGE	3,269,928	July 24, 2007
DIRECT MARKETING LIST SOURCE	2,205,172	November 24, 1998
DIRECT MARKETING LIST SOURCE	2,620,528	September 17, 2002
DIRECTNET	2,534,201	January 29, 2002
HISPANIC MEDIA & MARKET SOURCE	2,801,955	January 1, 2004
INTERACTIVE ADVERTISING SOURCE	2,909,425	December 14, 2004
INTERACTIVE ADVERTISING SOURCE	2,993,570	September 13, 2005
MY SRDS PROJECT MANAGER	3,295,610	September 18, 2007
NEWSPAPER ADVERTISING SOURCE	2,208,363	December 8, 2002
NEWSPAPER ADVERTISING SOURCE	2,668,200	December 31, 2002
SRDS	1,685,263	May 5, 1992

SRDS BUSINESS PUBLICATION CONNECTIONS	3,218,129	May 13, 2007
SRDS CONSUMER MAGAZINE ADVERTISING SOURCE	2,781,315	November 11, 2003
SRDS MEDIA PLANNING SYSTEM	2,939,758	April 12, 2005
SRDS MEDIA SOLUTIONS and Design	2,782,473	November 11, 2003
SRDS MEDIA SOLUTIONS and Design	3,132,297	August 22, 2006
SRDS NEWSPAPER CONNECTIONS	3,349,155	December 4, 2007
SRDS ONLINE	2,697,176	March 18, 2003
STANDARD RATE & DATA SERVICE	272,605	July 8, 1930
TV & CABLE SOURCE	2,208,404	December 8, 1998
WHERE MEDIA DECISIONS ARE MADE	2,750,950	August 12, 2003

Canada

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
SRDS	TMA 681,991	February 21, 2007
SRDS	TMA 444,706	June 30, 1995

CTM

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
SRDS	2185155	February 4, 2005