

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TNS Media Research, LLC		10/02/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	TNS Group Holdings Limited		
Street Address:	TNS House, Westgate		
City:	London W5 1UA		
State/Country:	UNITED KINGDOM		
Postal Code:	0		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77386308	TNS DIRECTVIEW	
CORRESPONDENCE DATA			
Fax Number:	(202)331-4308		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-663-7927		
Email:	tm@sughrue.com, mwhite@sughrue.com		
Correspondent Name:	Cynthia C. Weber, Sughrue Mion PLLC		
Address Line 1:	2100 Pennsylvania Avenue NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	S12805 (ASSIGNMENT)		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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900145284

**TRADEMARK
 REEL: 004078 FRAME: 0173**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Cynthia C. Weber

Signature:

/Cynthia C. Weber/

Date:

10/14/2009

Total Attachments: 5

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Dated 25 OCTOBER 2009

(1) TNS Media Research, LLC

- and -

(2) TNS Group Holdings Ltd

**Assignment
OF TNS DIRECTVIEW Trade Mark
in the United States of America**

21575639

**TRADEMARK
REEL: 004078 FRAME: 0175**

THIS AGREEMENT is made on
the 2nd day of OCTOBER 2009

BETWEEN:-

1. **TNS Media Research, LLC** a limited liability company registered in the state of Delaware, United States of America whose principal executive office is at 100 Park Avenue, 4th Floor, New York, New York, 10017, USA (the "Assignor"); and
2. **TNS Group Holdings Ltd** a company registered in England and Wales under company number 912624 whose registered office is at TNS House, Westgate, London W5 1UA (the "Assignee").

INTRODUCTION:

- (A) The Assignor is the owner and registered proprietor of the trade mark set out in the Schedule (the "Trade Mark").
- (B) The Assignor wishes to assign to the Assignee all of its right, title and interest in and to the Trade Mark.
- (C) The Assignee confirms that it is the successor to the portion of the Assignor's business to which the Trade Mark pertains, which business is ongoing and existing.

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. ASSIGNMENT

For good and sufficient consideration paid by the Assignee to the Assignor (payment and sufficiency of which the Assignor acknowledges), the Assignor hereby confirms that it assigns to the Assignee with immediate effect, irrevocably and absolutely all of its legal and beneficial right, title and interest in and to the Trade Mark and all goodwill that attaches to the Trade Mark in the United States of America together with the right to bring proceedings and recover damages for past infringements of the Trade Mark.

2. FURTHER ASSURANCE

The Assignor confirms that it undertakes, free of charge, as and when requested by the Assignee, to do all acts and execute all documents as may reasonably be necessary or desirable to give full effect to the assignment described in clause 1.

3. LAW AND JURISDICTION

This Agreement shall be governed by English Law and the parties submit to the exclusive jurisdiction of the English courts.


SCHEDULE

US Trade Mark in the name of TNS Media Research, LLC to be assigned to TNS Group Holdings Ltd

Mark	Status	Application Number	Application Date	Registration Number	Registration Date	Class
TNS DIRECTVIEW	Pending	77386308	1 February 2008	N/A	N/A	9, 16, 35, 42

IN WITNESS whereof the parties hereto have entered into this Agreement the day and year first above written.

SIGNED by
duly authorised for and on behalf
of TNS Media Research, LLC

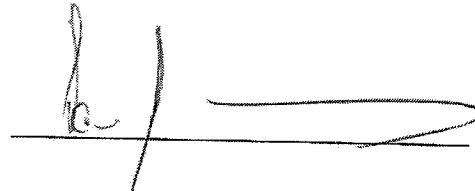
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)

Name: KEVIN FAREWELL

Position: SECRETARY

Date: 9/25/09

SIGNED by
duly authorised for and on behalf
of TNS Group Holdings Ltd

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) 
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Name: PAUL DELANEY

Position: DIRECTOR

Date: 2 OCTOBER 2009

21575639