

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/31/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Simmons Market Research Bureau, Inc.		12/16/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Experian Marketing Solutions, Inc.
Street Address:	475 Anton Blvd.
City:	Costa Mesa
State/Country:	CALIFORNIA
Postal Code:	92626
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	3388788	THE VOICE OF THE AMERICAN CONSUMER
Registration Number:	2985327	THE FUTURE OF INFORMATION
Registration Number:	2280375	THE KNOWLEDGE COMPANY
Registration Number:	2045959	CHOICES

CORRESPONDENCE DATA

Fax Number: (312)222-0818
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312.222.0800
 Email: jhbrown@michaelbest.com
 Correspondent Name: Jeffrey H. Brown
 Address Line 1: Michael Best & Friedrich LLP
 Address Line 2: 180 N. Stetson, Suite 2000
 Address Line 4: Chicago, ILLINOIS 60601

CH \$115.00 3388788

ATTORNEY DOCKET NUMBER:	017721-9001 SIMMONS ASSG
NAME OF SUBMITTER:	Jeffrey H. Brown
Signature:	/Jeffrey H. Brown/
Date:	01/21/2010
Total Attachments: 3 source=C0986001#page1.tif source=C0986001#page2.tif source=C0986001#page3.tif	

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:

"SIMMONS MARKET RESEARCH BUREAU, INC.", A DELAWARE CORPORATION,

WITH AND INTO "EXPERIAN MARKETING SOLUTIONS, INC." UNDER THE NAME OF "EXPERIAN MARKETING SOLUTIONS, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE SEVENTEENTH DAY OF DECEMBER, A.D. 2008, AT 8:47 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF OWNERSHIP IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2008.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

0882940 8100M

081207486



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7045265

DATE: 12-23-08

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

TRADEMARK
REEL: 004135 FRAME: 0183

CERTIFICATE OF OWNERSHIP AND MERGER

Simmons Market Research Bureau, Inc.
(a Delaware corporation)

INTO

Experian Marketing Solutions, Inc.
(a Delaware corporation)

Pursuant to Section 253 of the Delaware General Corporation Law (the "DGCL"), the undersigned corporation executed the following Certificate of Ownership and Merger:

First: Experian Marketing Solutions, Inc. (the "Corporation") is a business corporation of the State of Delaware.

Second: The Corporation is the owner of all of the outstanding shares of common stock of Simmons Market Research Bureau, Inc. ("Simmons"), which is also a business corporation of the State of Delaware.

Third: On December 8, 2008, the Board of Directors of the Corporation adopted the following resolutions to merge Simmons with and into the Corporation:

RESOLVED, that the Board of Directors of the Corporation hereby approves the merger of Simmons with and into the Corporation pursuant to the provisions of the DGCL whereby the Corporation shall assume all of the assets, liabilities and obligations of Simmons;

FURTHER RESOLVED, that in order to effectuate the merger of Simmons with and into the Corporation, the Board of Directors of the Corporation approves the Agreement and Plan of Merger and the Certificate of Ownership and Merger, which shall be filed with the Delaware Secretary of State, by which Simmons merges with and into the Corporation; and

FURTHER RESOLVED, that the appropriate officers of the Corporation are hereby authorized and directed to execute and deliver the Agreement and Plan of Merger and the Certificate of Ownership and Merger and file for record the Certificate of Ownership and Merger with the Delaware Secretary of State, and to do and perform such other acts as shall be necessary, convenient or proper to carry out the said Agreement and Plan of Merger and Certificate of Ownership and Merger.

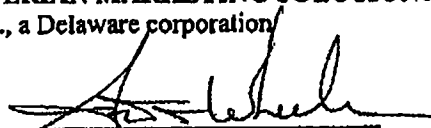
Fourth: The merger of Simmons with and into the Corporation is to become effective on December 31, 2008.

[Signature page to follow.]

IN WITNESS WHEREOF, said corporation has caused this Certificate of Ownership and Merger to be signed by an authorized officer this 12th day of December, 2008.

**EXPERIAN MARKETING SOLUTIONS,
INC., a Delaware corporation**

By:



Scott Wheeler, Treasurer