

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	01/01/2010		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Nielsen IAG, Inc.		12/18/2009
			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		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2888099	REWARDTV
CORRESPONDENCE DATA			
Fax Number:	(312)474-0448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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:	31497/G1000		
NAME OF SUBMITTER:	Michael R. Graham		
Signature:	/Michael R. Graham/		

OP \$40.00 2888099

Date:

02/12/2010

Total Attachments: 3

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Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

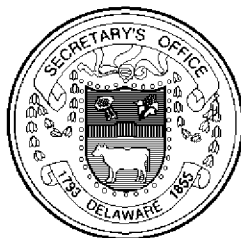
"NIELSEN IAG, INC.", A DELAWARE CORPORATION,
WITH AND INTO "THE NIELSEN COMPANY (US), LLC" UNDER THE NAME OF "THE NIELSEN COMPANY (US), LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE EIGHTEENTH DAY OF DECEMBER, A.D. 2009, AT 5:55 O'CLOCK P.M.

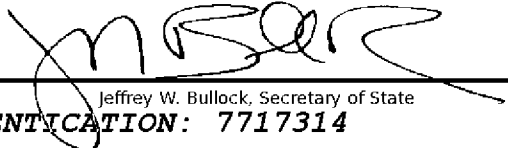
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE FIRST DAY OF JANUARY, A.D. 2010.

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

3587365 8100M

091118930




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7717314

DATE: 12-22-09

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

TRADEMARK
REEL: 004148 FRAME: 0155

CERTIFICATE OF MERGER

NIELSEN IAG, INC.

WITH AND INTO

THE NIELSEN COMPANY (US), LLC

1. Nielsen IAG, Inc., a Delaware corporation, shall merge with and into The Nielsen Company (US), LLC, a Delaware limited liability company, pursuant to Section 264(c) of the Delaware General Corporation Law and Section 18-209 of the Delaware Limited Liability Company Act, in accordance with the terms of the Agreement of Merger duly adopted.

2. The name and jurisdiction of formation of each entity which is to merge is:

<u>Name</u>	<u>Jurisdiction of Formation</u>
Nielsen IAG, Inc.	Delaware
The Nielsen Company (US), LLC	Delaware

3. An Agreement of Merger has been approved, adopted, certified, executed and acknowledged by the surviving limited liability company and the merging corporation.

4. The name of the surviving limited liability company shall be The Nielsen Company (US), LLC.

5. The merger shall become effective on January 1, 2010.

6. The Agreement of Merger is on file at the place of business of the surviving limited liability company, the address of which is 770 Broadway, New York, NY 10003.

7. A copy of the Agreement of Merger will be furnished by the surviving limited liability company, on request and without cost, to any member of the limited liability company or any stockholder of the merging corporation.

[The next page is the signature page.]

IN WITNESS WHEREOF, the surviving limited liability company has caused this Certificate of Merger to be signed by an Authorized Person on December 16, 2009.

THE NIELSEN COMPANY (US), LLC

By: Harris A. Black
Harris A. Black
Authorized Person

[Signature Page to Nielsen IAG -- TNC (US) LLC Merger Certificate]