

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	01/01/2010		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
BM Holdings, LLC		12/18/2009	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Netratings, LLC		
Street Address:	150 N. Martingale Road		
City:	Schaumburg		
State/Country:	ILLINOIS		
Postal Code:	60173		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	3198782	BUZZMETRICS	
Registration Number:	3196741		
<b>CORRESPONDENCE DATA</b>			
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:	31307/G1000		
NAME OF SUBMITTER:	Michael R. Graham		

OP \$65.00 3198782

**TRADEMARK**

**900154586**

**REEL: 004148 FRAME: 0166**

Signature:	/Michael R. Graham/
Date:	02/12/2010
Total Attachments: 3 source=BM Holdings, LLC-DE Merger-NetRatings, LLC#page1.tif source=BM Holdings, LLC-DE Merger-NetRatings, LLC#page2.tif source=BM Holdings, LLC-DE Merger-NetRatings, LLC#page3.tif	

# Delaware

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*The First State*

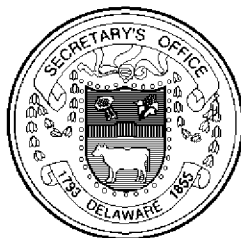
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:


"BM HOLDINGS, LLC", A DELAWARE LIMITED LIABILITY COMPANY, WITH AND INTO "NETRATINGS, LLC" UNDER THE NAME OF "NETRATINGS, 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 6:04 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.

2769374 8100M

091118948



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 7717397

DATE: 12-22-09

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

TRADEMARK  
REEL: 004148 FRAME: 0168

CERTIFICATE OF MERGER

BM HOLDINGS, LLC

WITH AND INTO

NETRATINGS, LLC

1. BM Holdings, LLC, a Delaware limited liability company, shall merge with and into NetRatings, LLC, a Delaware limited liability company, pursuant to 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>
BM Holdings, LLC	Delaware
NETRATINGS, LLC	Delaware
3. An Agreement of Merger has been approved and executed by the surviving limited liability company and the merging limited liability company.
4. The name of the surviving limited liability company shall be NetRatings, 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 either the surviving or the merging limited liability company.

*[The next page is the signature page.]*

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IN WITNESS WHEREOF, the surviving limited liability company has caused this Certificate of Merger to be signed by an Authorized Person on December 18, 2009.

NETRATINGS, LLC

By: Harris Black

Harris A. Black  
Authorized Person