

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
VNU Business Media, Inc.		01/24/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Nielsen Business Media, Inc.		
Street Address:	770 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3172213	KIRKUS	
Registration Number:	3053954	KIRKUS	
Registration Number:	2418948	KIRKUS REVIEWS	
CORRESPONDENCE DATA			
Fax Number:	(248)351-3082		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(248) 727-1386		
Email:	jbisdorf@jaffelaw.com		
Correspondent Name:	Jeremy D. Bisdorf		
Address Line 1:	201 S. Main St., Suite 300		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	KIRKUS-ASSETS		
NAME OF SUBMITTER:	Jeremy D. Bisdorf		
Signature:	/jdb/		

CH \$90.00 3172213

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**TRADEMARK
 REEL: 004152 FRAME: 0407**

Date:

02/19/2010

Total Attachments: 1

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CERTIFICATE OF AMENDMENT OF THE
CERTIFICATE OF INCORPORATION OF
VNU BUSINESS MEDIA, INC.

It is hereby certified that:

1. The name of the corporation is VNU Business Media, Inc.
2. The certificate of incorporation of the corporation is hereby amended by striking out Article FIRST thereof and by substituting in lieu of said Article the following new Article:

"FIRST: The name of the Corporation is Nielsen Business Media, Inc."
3. The amendment of the certificate of incorporation herein certified has been duly adopted in accordance with the provisions of Sections 228 and 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, I have subscribed this document on the date set forth below and do hereby affirm, under the penalties of perjury, that the statements contained therein have been examined by me and are true and correct.

Date: January 24, 2007

/s/ Frederick A. Steinmann

Frederick A. Steinmann
Vice President