

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Citibank, N.A.		03/01/2010	a banking national association: UNITED STATES

RECEIVING PARTY DATA

Name:	Nielsen Business Media, Inc.
Also Known As:	AKA f/k/a VNU Business Media, Inc.
Street Address:	70 Broadway Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	0963654	SM
Registration Number:	1275125	SUCCESSFUL MEETINGS
Registration Number:	1860894	MEETINGS TODAY
Registration Number:	1642976	CORPORATE TRAVEL WORLD
Registration Number:	1724339	PINNACLE
Registration Number:	1737206	SUCCESSFUL MEETINGS PINNACLE AWARD
Registration Number:	1339800	BUSINESS TRAVEL NEWS
Registration Number:	2110693	INCENTIVE

CORRESPONDENCE DATA

Fax Number: (860)275-8299
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 860-275-8285
 Email: jscheib@rc.com

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**TRADEMARK
 REEL: 004158 FRAME: 0546**

Correspondent Name: Jacqueline P. Scheib
Address Line 1: 280 Trumbull Street
Address Line 2: Robinson & Cole LLP
Address Line 4: Hartford, CONNECTICUT 06103

NAME OF SUBMITTER:

Jacqueline P. Scheib

Signature:

/Jacqueline P. Scheib/

Date:

03/02/2010

Total Attachments: 3

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RELEASE OF SECURITY INTERESTS

WHEREAS, Nielsen Business Media, Inc., f/k/a VNU Business Media, Inc., a Delaware corporation, having an office and principal place of business located at 770 Broadway Street, New York, NY 10003 (“Grantor”), has agreed to sell and transfer all of its right, title and interest in the trademarks listed in Exhibit A hereto (the “Trademarks”) to Northstar Travel Group, LLC, a Delaware limited liability company (the “Buyer”), pursuant to that certain Asset Purchase Agreement (the “Asset Purchase Agreement”), dated as of March 1, 2010, by and among Grantor, Buyer and VNU International B.V., a Netherlands private limited company;

WHEREAS, Citibank, N.A., having an office and principal place of business located at 390 Greenwich Street, New York, NY 10013, has taken a security interest in the Trademarks and certain other intellectual property of the Grantor to satisfy certain obligations as set forth in the *Intellectual Property Security Agreement, dated as of August 9, 2006, amended and restated as of June 23, 2009, by and among Nielsen Finance LLC, certain other grantors identified therein and Citibank, N.A., as collateral agent* (as amended and restated, the “Intellectual Property Security Agreement”);

WHEREAS, such security interest in the Trademarks has been recorded with the U.S. Patent and Trademark Office at Reel/Frame 3385/0528; and

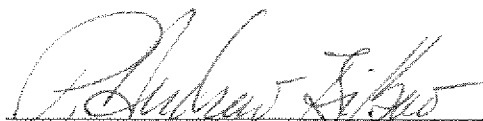
WHEREAS, Section 5.13(c) of the Intellectual Property Security Agreement provides that such security interest held by Citibank, N.A. in any collateral shall automatically be released upon the sale or transfer of such collateral by the Grantor, provided that such sale or transfer is permitted under that certain *Credit Agreement, dated as of August 9, 2006, amended and restated as of June 23, 2009, by and among Nielsen Finance LLC, TNC (US) Holdings Inc. (formerly known as VNU, Inc.), Nielsen Holding and Finance B.V. (f/k/a VNU Holding and Finance B.V.), the guarantors party thereto from time to time, the lenders and other parties thereto from time to time and Citibank, N.A., as administrative agent* (as amended and restated, the “Credit Agreement”).

NOW, THEREFORE, for good and valuable consideration the sufficiency of which is hereby acknowledged, Grantor represents and declares that the Trademarks have been sold or transferred pursuant to the Asset Purchase Agreement, that such sale or transfer is permitted under the Credit Agreement, that the security interest in the Trademarks has been automatically released pursuant to the Intellectual Property Security Agreement, and that Grantor is authorized to record such release in any and all government offices.

[next page is the signature page]

Signed this 1st day of March, 2010.

NIELSEN BUSINESS MEDIA, INC.

By: 
Name: Andy Bilbao
Title: Senior Vice President

[Signature Page to Release of Security Interests]

TRADEMARK
REEL: 004158 FRAME: 0549

Exhibit A
Trademarks

Mark/Title	App. No.	Filing Date	Reg. No.	Reg. Date
SM	72/419,499	3/27/1972	963,654	7/10/1973
SUCCESSFUL MEETINGS	73/412,719	2/4/1983	1,275,125	4/24/1984
MEETINGS TODAY	74/399,912	6/9/1993	1,860,894	11/1/1994
CORPORATE TRAVEL WORLD	73/811,914	7/11/1989	1,642,976	4/30/1991
PINNACLE	74/181,998	7/3/1991	1,724,339	10/13/1992
SUCCESSFUL MEETINGS PINNACLE AWARD	74/219,422	11/6/1991	1,737,206	12/1/1992
BUSINESS TRAVEL NEWS	73/482,455	5/29/1984	1,339,800	6/4/1985
INCENTIVE	75/188,983	10/28/1996	2,110,693	11/4/1997