

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
The Nielsen Company (US), LLC		08/04/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Citibank, N.A., as Collateral Agent		
Street Address:	390 Greenwich Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	77966044	MAKES CENTS	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(202)408-3141		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	800-927-9801 x2348		
Email:	jpaterso@cscinfo.com		
Correspondent Name:	Corporation Service Company		
Address Line 1:	1090 Vermont Avenue NW, Suite 430		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	481897		
NAME OF SUBMITTER:	Jean Paterson		
Signature:	/jep/		
Date:	08/19/2010		

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**TRADEMARK**  
 REEL: 004263 FRAME: 0255

**Total Attachments: 6**

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## RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

### 1. Name of conveying party(ies):

The Nielsen Company (US), LLC

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☐ Corporation- State: \_\_\_\_\_  
☒ Other Delaware LLC

Citizenship (see guidelines) USA-Delaware

Additional names of conveying parties attached? ☐ Yes ☒ No

### 3. Nature of conveyance /Execution Date(s) :

Execution Date(s) AUGUST 4, 2010

- ☐ Assignment ☐ Merger  
☒ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

### 2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☒ No

Name: Citibank, N.A., as Collateral Agent

Internal

Address: \_\_\_\_\_

Street Address: 390 Greenwich Street

City: New York

State: NY

Country: USA Zip: 10013

- ☒ Association Citizenship USA-Federal  
☐ General Partnership Citizenship \_\_\_\_\_  
☐ Limited Partnership Citizenship \_\_\_\_\_  
☐ Corporation Citizenship \_\_\_\_\_  
☐ Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No  
(Designations must be a separate document from assignment)

### 4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

77/966,044

B. Trademark Registration No.(s)

NONE

Additional sheet(s) attached? ☒ Yes ☐ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

### 5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Maureen P. Murphy, Legal Assistant

Internal Address: CAHILL GORDON & REINDEL LLP

Street Address: 80 Pine Street

City: New York

State: NY Zip: 10005

Phone Number: 212-701-3283

Fax Number: 212-378-2440

Email Address: mmurphy@cahill.com

### 6. Total number of applications and registrations involved:

1

### 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$

- ☐ Authorized to be charged to deposit account  
☐ Enclosed

### 8. Payment Information:

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

### 9. Signature:

Maureen P. Murphy  
Signature

AUGUST 18, 2010

Date

MAUREEN P. MURPHY

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK  
REEL: 004263 FRAME: 0257

**INTELLECTUAL PROPERTY SECURITY AGREEMENT  
SUPPLEMENT**

This **INTELLECTUAL PROPERTY SECURITY AGREEMENT SUPPLEMENT** dated as of August 4, 2010, is delivered by the entities listed on Schedule I hereto, all located at 770 Broadway, New York, NY 10003, (the "**Grantors**") to Citibank, N.A., as Administrative Agent, Collateral Agent and representative of the Lenders (in such capacity, the "**Secured Party**") pursuant to and in supplement of the Amended and Restated Intellectual Property Security Agreement, dated as of August 9, 2006 and amended and restated as of June 23, 2009 (as amended, restated, supplemented, waived or otherwise modified from time to time, being the "**Intellectual Property Security Agreement**"), among the Grantors, the other grantors named therein, and Secured Party, (together, with all Intellectual Property Supplements entered into since June 23, 2009, being the "**Grants**"). Capitalized terms used herein not otherwise defined herein shall have the meanings ascribed thereto in the Grants.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Intellectual Property Security Agreement, to evidence further the security interest granted by each Grantor to Secured Party pursuant to the Intellectual Property Security Agreement, each Grantor grants to Secured Party a security interest in all of such Grantor's right, title and interest in and to the Collateral set forth on Schedule II annexed hereto. All such Collateral shall be deemed to be part of the Collateral and shall be hereafter subject to each of the terms and conditions of the Intellectual Property Security Agreement and the Grants.

Each Grantor does hereby further acknowledge and affirm that the rights and remedies of Secured Party with respect to the security interest in the Collateral granted hereby are more fully set forth in the Intellectual Property Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

**IN WITNESS WHEREOF**, each Grantor has caused this Intellectual Property Security Agreement Supplement to be duly executed and delivered by its officer thereunto duly authorized as of the date hereof.

\* \* \* \* \*

NIELSEN BUSINESS MEDIA, INC.  
THE NIELSEN COMPANY (US), LLC

By: Harris Black  
Name: Harris Black  
Title: Vice President & Secretary

**Schedule I**  
**to**  
**Intellectual Property Security Agreement Supplement**  
**Dated as of August 4, 2010**

**List of Entities Pledging Intellectual Property**

The Nielsen Company (US), LLC, a Delaware limited liability company

CZT/ACN Trademarks, L.L.C., a Delaware limited liability company

**Schedule II**  
**to**  
**Intellectual Property Security Agreement Supplement**  
**Dated as of August 4, 2010**

**United States Patent Applications**

Owner	Application #	Status	Filed Date	Application Title
The Nielsen Company (US), LLC	12/750,359	Application	30 Mar 2010	METHODS AND APPARATUS FOR AUDIO WATERMARKING A SUBSTANTIALLY SILENT MEDIA CONTENT PRESENTATION
The Nielsen Company (US), LLC	12/754,361	Application	05 Apr 2010	METHODS AND APPARATUS TO DETECT DIFFERENCES BETWEEN IMAGES
The Nielsen Company (US), LLC	12/757,755	Application	09 Apr 2010	METHODS AND APPARATUS FOR USING LOCATION INFORMATION TO MANAGE SPILLOVER IN AN AUDIENCE MONITORING SYSTEM
The Nielsen Company (US), LLC	12/760,712	Application	15 Apr 2010	METHOD AND APPARATUS FOR IDENTIFYING DIGITAL AUDIO SIGNAL
The Nielsen Company (US), LLC	12/767,422	Application	26 Apr 2010	METHODS, APPARATUS AND ARTICLES OF MANUFACTURE TO PERFORM AUDIO WATERMARK DECODING
The Nielsen Company (US), LLC	12/769,163	Application	28 Apr 2010	METHODS AND APPARATUS TO MAINTAIN AUDIENCE PRIVACY WHILE DETERMINING VIEWING OF VIDEO-ON-DEMAND PROGRAMS
The Nielsen Company (US), LLC	12/771,640	Application	30 Apr 2010	NIelsen SWEET APPLICATION/SERVICE
The Nielsen Company (US), LLC	12/780,890	Application	15 May 2010	NETWORK RESOURCE MONITORING AND MEASUREMENT SYSTEM AND METHOD
The Nielsen Company (US), LLC	12/782,582	Application	18 May 2010	COMPUTERIZED SYSTEM AND METHOD FOR INCREASING THE EFFECTIVENESS OF ADVERTISING
The Nielsen Company (US), LLC	12/784,137	Application	20 May 2010	METHODS AND APPARATUS TO DETECT AN INTERNALLY GENERATED SIGNAL MODE OF A LOCAL MEDIA PLAYBACK DEVICE
The Nielsen Company (US), LLC	12/788,028	Application	26 May 2010	DETECTION OF MEDIA LINKS IN BROADCAST SIGNALS
The Nielsen Company (US), LLC	12/816,159	Application	15 Jun 2010	METHODS, APPARATUS, AND ARTICLES OF MANUFACTURE TO RANK WEBSITE INFLUENCE
The Nielsen Company (US), LLC	12/816,366	Application	15 Jun 2010	HOLOGRAPHIC WATERMARKING OF VIDEO SEQUENCES -- METHODS AND APPARATUS FOR EMBEDDING AND

				RECOVERING AN IMAGE FOR USE WITH VIDEO CONTENT
The Nielsen Company (US), LLC	12/822,777	Application	24 Jun 2010	METHODS AND APPARATUS FOR GENERATING SIGNATURES
The Nielsen Company (US), LLC	12/823,374	Application	25 Jun 2010	SOURCE DETECTION APPARATUS AND METHOD FOR AUDIENCE MEASUREMENT
The Nielsen Company (US), LLC	12/827,701	Application	30 Jun 2010	METHODS AND APPARATUS TO DETECT COMMERCIAL ADVERTISEMENTS IN TELEVISION TRANSMISSIONS
The Nielsen Company (US), LLC	12/827,865	Application	30 Jun 2010	METHODS AND APPARATUS TO OBTAIN ANONYMOUS AUDIENCE MEASUREMENT DATA FROM NETWORK SERVER DATA FOR PARTICULAR DEMOGRAPHIC AND USAGE PROFILES
The Nielsen Company (US), LLC	12/831,870	Application	07 Jul 2010	DISPLAY DEVICE ON/OFF DETECTION METHODS AND APPARATUS
The Nielsen Company (US), LLC	12/832,812	Application	08 Jul 2010	AUDIO BASED METHODS AND APPARATUS FOR DETECTING A CHANNEL CHANGE EVENT
The Nielsen Company (US), LLC	12/833,705	Application	09 Jul 2010	METHODS AND APPARATUS TO EXPORT TUNING DATA COLLECTED IN A RECEIVING DEVICE
The Nielsen Company (US), LLC	12/589,702	Application	26 Oct 2009	SIMULCAST RESOLUTION IN CONTENT MATCHING SYSTEMS
The Nielsen Company (US), LLC	12/623,143	Application	20 Nov 2009	AUDIENCE MEASUREMENT APPARATUS, SYSTEM AND METHOD

### **United States Trademark Applications**

Owner	Application #	Status	Filed Date	Application Title
CZT/ACN Trademarks, L.L.C.	2,539,740	Application	19 Feb 2010	NIELSEN WINNING BRANDS
CZT/ACN Trademarks, L.L.C.	8,083,351	Application	25 Feb 2010	NIELSEN EQ
The Nielsen Company (US), LLC	77/966,044	Application	23 Mar 2010	MAKES CENTS