

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., as Collateral Agent		08/19/2010	National Association: UNITED STATES
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: 4			
Property Type	Number	Word Mark	
Registration Number:	3112005	PROGRESSIVE GROCER	
Registration Number:	1309511	THE GOURMET RETAILER	
Registration Number:	1136761	CONVENIENCE STORE INDUSTRY REPORT	
Registration Number:	1136760	CONVENIENCE STORE NEWS	
CORRESPONDENCE DATA			
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:	485220-005		
NAME OF SUBMITTER:	Jean Paterson		

TRADEMARK

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REEL: 004265 FRAME: 0308

CH \$115.00 3112005

Signature:	/jep/
Date:	08/23/2010
Total Attachments: 5 source=8-20-10 Nielsen Business-TM#page1.tif source=8-20-10 Nielsen Business-TM#page2.tif source=8-20-10 Nielsen Business-TM#page3.tif source=8-20-10 Nielsen Business-TM#page4.tif source=8-20-10 Nielsen Business-TM#page5.tif	

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):

Citibank, N.A., as Collateral Agent

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation- State: _____
☒ Other National Association

Citizenship (see guidelines) USA-Federal

Additional names of conveying parties attached? ☐ Yes ☒ No

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

Execution Date(s) as of AUGUST 19, 2010

- ☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other Release

2. Name and address of receiving party(ies)

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

Name: Nielsen Business Media, Inc.

Internal

Address: _____

Street Address: 770 Broadway

City: New York

State: NY

Country: USA Zip: 10003

- ☐ Association Citizenship _____
☐ General Partnership Citizenship _____
☐ Limited Partnership Citizenship _____
☒ Corporation Citizenship USA-Delaware
☐ 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)

NONE

B. Trademark Registration No.(s)

3,112,005, 1,309,511, 1,136,761 and 1,136,760

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:

4

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 19, 2010

Date

MAUREEN P. MURPHY

[re: Tangelo (Grocer) Sale]

Name of Person Signing

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

5

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

RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS (this “Release”) is made as of August 19, 2010 granted by Citibank, N.A., in its capacity as collateral agent pursuant to that certain Credit Agreement dated as of August 9, 2006 and as amended and restated as of June 23, 2009 (as amended, restated, supplemented or otherwise modified from time to time, the “Credit Agreement”) among Nielsen Finance LLC, Nielsen Holding and Finance B.V. (formerly known as VNU Holding and Finance B.V.), TNC (US) Holdings Inc. (formerly known as VNU, Inc.), the Guarantors party thereto from time to time, the lenders and other parties thereto from time to time and Citibank, N.A., as Collateral Agent (in such capacity, the “Collateral Agent”) (capitalized terms used herein have the meanings attributed thereto in the Credit Agreement unless otherwise defined herein) in favor of Nielsen Business Media, Inc. (the “Grantor”).

WHEREAS, pursuant to the terms and conditions of that certain Intellectual Property Security Agreement dated as of August 9, 2006 and amended and restated as of June 23, 2009 among Nielsen Finance LLC, the other Grantors identified therein (including Nielsen Business Media, Inc.) and Citibank, N.A., as Collateral Agent (as amended, supplemented or otherwise modified, the “Intellectual Property Security Agreement”), the Grantor pledged to the Collateral Agent a continuing security interest in all of its right, title and interest in certain Collateral including, without limitation, the Trademark registrations and applications set forth on Schedule I hereto together with the goodwill associated therewith (collectively, the “Trademarks”)

WHEREAS the Intellectual Property Security Agreement has been recorded with the Assignments Division of the U.S. Patent and Trademark Office on September 8, 2006 at Reel 3385 and Frame 0528; and

WHEREAS the Grantor has sold or disposed of certain of its assets secured by the Security Agreement to a third party and has requested that the Collateral Agent release its security interest in the Trademarks;

NOW, THEREFORE, in acknowledgement that the Trademarks have been sold to a third party, the Collateral Agent hereby terminates the Security Agreement and the Intellectual Property Security Agreement insofar as it relates to the Trademarks, and hereby terminates, cancels, re-pledges, reassigns and releases any and all security interests it has against the Trademarks, together with the Goodwill associated with such Trademarks, and all Proceeds of any and all of the foregoing, without warranty or recourse.

If and to the extent the Collateral Agent has acquired any right, title or interest to any of the Trademarks, it hereby assigns and transfers such rights, title or interest to the Grantor.

The Collateral Agent shall take all further actions, and provide to the Grantor and its successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by the Grantor to more fully and effectively effectuate the purposes of this Release.

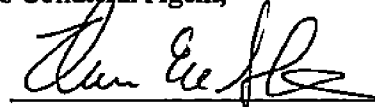
This Release shall be construed in accordance with and governed by the law of the State of New York.

(signature page follows)

IN WITNESS WHEREOF, the Collateral Agent has caused this Release of Security Interest in Trademarks to be executed and delivered by its duly authorized officer as of the date first set forth above.

CITIBANK, N.A.,
as Collateral Agent,

By: _____



Name: Thomas M. Shinnick
Title: Vice President

SCHEDULE I
to
RELEASE OF INTEREST IN TRADEMARKS

Trademarks

Trademark	Country	Int'l Class	Goods/Services	Reg. No.	Exp. Date
PROGRESSIVE GROCER	CANADA	016	A PERIODICAL TRADE PUBLICATION	TMA116072	11/27/2019
PROGRESSIVE GROCER	INDIA	016	PERIODICAL TRADE PUBLICATIONS, NAMELY MAGAZINES AND NEWSLETTERS DIRECTED TO THE FOOD SERVICE INDUSTRY	1467370	7/5/2016
PROGRESSIVE GROCER		041	PROVIDING BUSINESS INFORMATION TO THE FOOD DISTRIBUTION INDUSTRY VIA A WEBSITE		
PROGRESSIVE GROCER	UNITED STATES	016	TRADE PUBLICATION DISTRIBUTED TO THE FOOD DISTRIBUTION INDUSTRY	3,112,005	7/4/2012
THE GOURMET RETAILER	UNITED STATES	016	MAGAZINES	1,309,511	12/11/2014
CONVENIENCE STORE INDUSTRY REPORT	UNITED STATES	016	TRADE MAGAZINE	1,136,761	6/10/2010
CONVENIENCE STORE NEWS	UNITED STATES	016	TRADE MAGAZINE	1,136,760	6/10/2010

- Pending registration for HISPANIC RETAIL 360 SUMMIT; and registration when registered.
- Application #77919142 for registration of Trademark CONVENIENCE STORE NEWS FOR THE SINGLE STORE OWNER; and