

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		10/26/2010	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: 1			
Property Type	Number	Word Mark	
Registration Number:	2928524	DIRECTORY OF CONVENIENCE STORES	
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		
NAME OF SUBMITTER:	Jean Paterson		
Signature:	/jep/		
Date:	10/29/2010		
Total Attachments: 5			

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REEL: 004306 FRAME: 0656

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS (this “Release”) is made as of October 26, 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: Caesar W. Wyszynski
Name: CAESAR W. WYSZYNSKI
Title: V.P.

SCHEDULE I
to
RELEASE OF INTEREST IN TRADEMARKS

Trademarks

Trademark	Country	Reg. No.	Registration Date
DIRECTORY OF CONVENIENCE STORES	United States	2,928,524	3/1/2005
MARKETING GUIDE BOOK	United Stated	Unregistered	N/A