

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: 1			
Property Type	Number	Word Mark	
Registration Number:	2946745	WATCH AFICIONADO	
CORRESPONDENCE DATA			
Fax Number:	(203)327-1096		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203-324-6155		
Email:	jbutchko@ssjr.com		
Correspondent Name:	Gene S. Winter		
Address Line 1:	986 Bedford Street		
Address Line 2:	St. Onge Steward Johnston & Reens LLC		
Address Line 4:	Stamford, CONNECTICUT 06905		
ATTORNEY DOCKET NUMBER:	05560-T0002A		
NAME OF SUBMITTER:	Gene S. Winter		
Signature:	/Gene S. Winter/		
Date:	04/28/2011		
Total Attachments: 2 source=Change of Name to Nielsen#page1.tif source=Change of Name to Nielsen (2)#page1.tif			

OP \$40.00 2946745

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**TRADEMARK
 REEL: 004530 FRAME: 0483**

Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "VNU BUSINESS MEDIA, INC.", CHANGING ITS NAME FROM "VNU BUSINESS MEDIA, INC." TO "NIELSEN BUSINESS MEDIA, INC.", FILED IN THIS OFFICE ON THE TWENTY-FOURTH DAY OF JANUARY, A.D. 2007, AT 12:46 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

2367673 8100

070079491



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5379575

DATE: 01-24-07

TRADEMARK
REEL: 004530 FRAME: 0484

State of Delaware
Secretary of State
Division of Corporations
Delivered 01:01 PM 01/24/2007
FILED 12:46 PM 01/24/2007
SRV 070079491 - 2367673 FILE

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