

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		
Internal Address:	8th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	0963654	SM	
Registration Number:	1275125	SUCCESSFUL MEETINGS	
Registration Number:	1339800	BUSINESS TRAVEL NEWS	
Registration Number:	1532452	CORPORATE TRAVEL	
Registration Number:	1543482	MEETING NEWS	
Registration Number:	1679341	BUSINESS TRAVEL NEWS	
Registration Number:	1724339	PINNACLE	
Registration Number:	1737206	SUCCESSFUL MEETINGS PINNACLE AWARD	
Registration Number:	1860894	MEETINGS TODAY	
Registration Number:	2110693	INCENTIVE	
CORRESPONDENCE DATA			
Fax Number:	(336)232-9075		
Phone:	336-373-8850		

OP \$265.00 0963654

900207781

**TRADEMARK
 REEL: 004664 FRAME: 0678**

Email: dsar@brookspierce.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: David W. Sar

Address Line 1: P.O. Box 26000

Address Line 4: Greensboro, NORTH CAROLINA 27420

ATTORNEY DOCKET NUMBER:	NORTHSTAR-IP
NAME OF SUBMITTER:	David W. Sar
Signature:	/DavidWSar/
Date:	11/22/2011

Total Attachments: 2

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Delaware

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The First State

I, JEFFREY W. BULLOCK, 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.

2367673 8100

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You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9147476

DATE: 11-09-11

TRADEMARK
REEL: 004664 FRAME: 0680

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