

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Nielsen Company (US), LLC		01/29/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Rentrak Corporation
Street Address:	One Airport Center, 7700 NE Ambassador Place
City:	Portland
State/Country:	OREGON
Postal Code:	97220
Entity Type:	CORPORATION: OREGON

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	1965802	"ANSWERS IN REAL TIME"
Registration Number:	3050131	FILM LOCATION AND SALES HEARTBEAT
Registration Number:	2085412	FILMSOURCE
Registration Number:	1964310	FILMSOURCE
Registration Number:	3116249	FLASH
Registration Number:	2100788	THE RELEASE SCHEDULE
Registration Number:	2553319	THE WORLDWIDE BOX OFFICE AUTHORITY
Registration Number:	2426350	THE WORLDWIDE BOX OFFICE AUTHORITY
Registration Number:	2806763	THEATER ATLAS

CORRESPONDENCE DATA

Fax Number: 2063599000
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 2063598000

OP \$240.00 1965802

Email: pctrademarks@perkinscoie.com
Correspondent Name: Lynne E. Graybeal c/o Perkins Coie LLP
Address Line 1: 1201 Third Avenue, Suite 4900
Address Line 4: Seattle, WASHINGTON 98101

ATTORNEY DOCKET NUMBER:	74182-4000.0000.GX75
NAME OF SUBMITTER:	Lynne E. Graybeal
Signature:	/Lynne E. Graybeal/
Date:	08/22/2012

Total Attachments: 5
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made as of January 29, 2010 by and between The Nielsen Company (US), LLC, a Delaware limited liability company ("Assignor") on the one hand, and Rentrak Corporation, an Oregon corporation ("Assignee") on the other hand.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor hereby sells, transfers, conveys, and assigns to Assignee all of Assignor's right, title, and interest in and to the trademarks and corresponding registrations and applications therefore listed on the attached Schedule A (collectively, the "Trademarks"), together with the goodwill symbolized thereby, including all rights to sue and recover for past infringement.

Assignor shall (at the sole cost and expense of Assignee) execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee may reasonably request to permit Assignee or any of its successors or assigns to record the assignment made by this instrument and any other documents Assignee may reasonably deem necessary or advisable to effectuate the terms or intent of this Assignment.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned parties have duly executed and delivered
this Trademark Assignment as of the date first written above.

ASSIGNOR:

THE NIELSEN COMPANY (US), LLC

By: 

Name: James A. Ross
Title: Vice President

ASSIGNEE:

RENTRAK CORPORATION

By: 

Name: David I. Chemerow
Title: Chief Operating Officer

Trademark Assignment

TRADEMARK
REEL: 004847 FRAME: 0542

STATE OF New York
COUNTY OF New York

ss.:

I, Javier Santiago, a Notary Public of the County and State aforesaid, certify that James A. Ross, personally came before me and acknowledged that he is the Vice President of The Nielsen Company (US), LLC, a Delaware limited liability company, and that by authority duly given and as the act of the company, the foregoing instrument was signed by him in such capacity.

Witness my hand and official stamp or seal, this 2nd day of January, 2010.

Javier Santiago
Notary Public

JAVIER SANTIAGO
Notary Public, State of New York
No. 013A6185530
Qualified in New York County
Commission Expires April 21, 2012

Schedule A

Global Trademarks Related to the
Nielsen EDI Business
Trademark Details

Countries: Canada-Japan-Mexico-
United States

Country	Trademark	Registrant	Reg. Date	App. No.	Reg. No.	Reg. Date	Reg. No.	Reg. Date	Class
Canada	EDI Logo	The Nielsen Company (US), LLC	1996-09-18	823,564		2000-01-26	TMA 522,260	2015-01-26	Disclaim
Canada	THE WORLDWIDE BOX OFFICE AUTHORITY	The Nielsen Company (US), LLC	1999-08-16	1,025,769		2001-05-30	545,874	2016-05-30	Disclaim: BOX OFFICE and WORLDWIDE
Japan	EDI Logo	The Nielsen Company (US), LLC	1997-06-27	9-152498	16	2000-05-19	4,384,698	2010-05-19	
Mexico	THE WORLDWIDE BOX OFFICE AUTHORITY	The Nielsen Company (US), LLC	2000-10-20	453,996	09	2003-11-27	815,511	2010-10-20	
Mexico	THE WORLDWIDE BOX OFFICE AUTHORITY	The Nielsen Company (US), LLC	2000-10-20	454,003	16	2001-01-31	686,276	2010-10-20	
Mexico	THE WORLDWIDE BOX OFFICE AUTHORITY	The Nielsen Company (US), LLC	2000-10-20	454,002	35	2001-03-27	691,197	2010-10-20	
Mexico	THE WORLEWIDE BOX OFFICE AUTHORITY	The Nielsen Company (US), LLC	2000-10-20	454,001	42	2001-03-27	691,196	2010-10-20	
United States	"ANSWERS IN REAL TIME"	The Nielsen Company (US), LLC	1995-06-05	74/684,784	42	1996-04-02	1,965,802	2016-04-02	
United States	FILM LOCATION AND SALES HEARTBEAT	The Nielsen Company (US), LLC	2004-12-22	78/537,197	35	2006-01-24	3,050,131	2016-01-24	Disclaim: "FILM EDUCATION AND SALES"
United States	FILMSOURCE	The Nielsen Company (US), LLC	1995-12-15	75/043,110	09	1997-08-05	2,085,412	2017-08-05	
United States	FILMSOURCE	The Nielsen Company	1995-06-05	74/684,782	42	1996-03-26	1,964,310	2016-03-26	

United States	United States	United States	United States	United States	United States	United States	United States	United States	United States	United States
FLASH	The Nielsen Company (US), LLC	2004-12-22	78/537,265	16 35	2006-07-18	3,116,249	2016-07-18			
THE RELEASE SCHEDULE	The Nielsen Company (US), LLC	1995-12-06	75/028,394	16	1997-09-30	2,100,788	2017-09-30			
THE WORLDWIDE BOX OFFICE AUTHORITY	The Nielsen Company (US), LLC	1999-07-08	75/751,006	35	2001-02-06	2,426,350	2011-02-06	Disclaims:	BOX OFFICE	
THE WORLDWIDE BOX OFFICE AUTHORITY	The Nielsen Company (US), LLC	1999-07-08	75/751,007	41	2002-03-26	2,553,319	2012-03-26	Disclaims:	BOX OFFICE	
THEATRE ATLAS	The Nielsen Company (US), LLC	2003-03-18	78/226,796	16	2004-01-20	2,806,763	2014-01-20			

TRADEMARK

REEL: 004847 FRAME: 0545

RECORDED: 08/22/2012