

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:	85 Broad Street
Internal Address:	Kevin Jordan - Trademarks
City:	New York
State/Country:	NEW YORK
Postal Code:	10004
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	1507103	CONTRACT
Registration Number:	3206217	COUTURE JEWELLERY COLLECTION AND CONFERE
Registration Number:	1960489	DISPLAY & DESIGN IDEAS
Registration Number:	1934511	LAS VEGAS MERCHANDISE EXPO
Registration Number:	1835642	MEDTRADE
Registration Number:	2183575	MEDTRADE
Registration Number:	1828532	MODERN DAY MARINE MILITARY EXPOSITION
Registration Number:	3228862	SOURCEDIRECT
Registration Number:	1515707	THE NATIONAL HOME HEALTH CARE EXPOSITION
Registration Number:	2086651	THE STORE FIXTURING SHOW
Registration Number:	2153337	THE VISUAL MERCHANDISING SHOW
Registration Number:	2113473	VARIETY MERCHANDISE SHOW

CORRESPONDENCE DATA

900253471

TRADEMARK
 REEL: 005014 FRAME: 0328

OP \$315.00 1507103

Fax Number: 6466544982

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

Phone: 914-420-4094

Email: gina.lyons.consultant@nielsen.com

Correspondent Name: Gina M. Lyons

Address Line 1: 85 Broad Street

Address Line 2: Kevin Jordan - Trademarks

Address Line 4: New York, NEW YORK 10004

NAME OF SUBMITTER:	Gina M. Lyons
Signature:	/gina m. lyons/
Date:	04/25/2013

Total Attachments: 2

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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: 005014 FRAME: 0330

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