

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

| SUBMISSION TYPE:   | NEW ASSIGNMENT               |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
|--|------------------------------|-----------------------|-----------------------|---------------|------------------------------|----------------|----------------------|--------------------------|-----------------------|------------|-----------------------|-------|----------|--|--|----------------|----------|--|--|--------------|-------|--|--|--------------|-----------------------|--|--|
| NATURE OF CONVEYANCE:  | CHANGE OF NAME               |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| CONVEYING PARTY DATA   |                              |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>VNU Business Media, Inc.</td> <td></td> <td>01/24/2007</td> <td>CORPORATION: DELAWARE</td> </tr> </tbody> </table>  |                              |                       |                       | Name          | Formerly                     | Execution Date | Entity Type          | VNU Business Media, Inc. |                       | 01/24/2007 | CORPORATION: DELAWARE |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| Name   | Formerly                     | Execution Date        | Entity Type           |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| VNU Business Media, Inc.   |                              | 01/24/2007            | CORPORATION: DELAWARE |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| RECEIVING PARTY DATA   |                              |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| <table border="1"> <tr> <td>Name:</td> <td colspan="3">Nielsen Business Media, Inc.</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">770 Broadway</td> </tr> <tr> <td>City:</td> <td colspan="3">New York</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">10003</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">CORPORATION: DELAWARE</td> </tr> </table> |                              |                       |                       | Name:         | Nielsen Business Media, Inc. |                |                      | Street Address:          | 770 Broadway          |            |                       | City: | New York |  |  | State/Country: | NEW YORK |  |  | Postal Code: | 10003 |  |  | Entity Type: | CORPORATION: DELAWARE |  |  |
| 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  |                              |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3267250</td> <td>BILLBOARD UNDERGROUND</td> </tr> </tbody> </table>  |                              |                       |                       | Property Type | Number                       | Word Mark      | Registration Number: | 3267250                  | BILLBOARD UNDERGROUND |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| Property Type  | Number                       | Word Mark             |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| Registration Number:   | 3267250                      | BILLBOARD UNDERGROUND |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| CORRESPONDENCE DATA  |                              |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| Fax Number: 2033271096<br><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i><br>Phone: 203-324-6155<br>Email: abryce@ssjr.com<br>Correspondent Name: Gene S. Winter<br>Address Line 1: 986 Bedford Street<br>Address Line 4: Stamford, CONNECTICUT 06905  |                              |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| ATTORNEY DOCKET NUMBER:  | 03669-T0096A                 |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| NAME OF SUBMITTER:   | Gene S Winter                |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| Signature:   | /Gene S Winter/              |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| Date:  | 07/10/2013                   |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |
| Total Attachments: 2<br>source=IY4021-Change of Name#page1.tif<br>source=IY4021-Change of Name#page2.tif   |                              |                       |                       |               |                              |                |                      |                          |                       |            |                       |       |          |  |  |                |          |  |  |              |       |  |  |              |                       |  |  |

OP \$40.00 3267250

# Delaware

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*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: 005066 FRAME: 0952

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

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Frederick A. Steinmann  
Vice President