

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
R.R. Bowker LLC		09/09/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	The Nielsen Company (US), LLC		
Street Address:	40 Danbury Road		
City:	Wilton		
State/Country:	CONNECTICUT		
Postal Code:	06897		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2610398	PUBEASY	
Registration Number:	1450012	PUBNET	
Registration Number:	2975150	PUBNET	
CORRESPONDENCE DATA			
Fax Number:	8602758299		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	860-275-8285		
Email:	jscheib@rc.com		
Correspondent Name:	Jacqueline P. Scheib		
Address Line 1:	280 Trumbull Street		
Address Line 4:	Hartford, CONNECTICUT 06103		
NAME OF SUBMITTER:	Jacqueline P. Scheib		
Signature:	/Jacqueline P. Scheib/		

OP \$90.00 2610398

Date:

09/09/2013

Total Attachments: 5

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INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment"), dated as of September 9, 2013 (the "Effective Date"), is by and between R.R. Bowker LLC ("Assignor") and The Nielsen Company (US), LLC, a Delaware limited liability company ("Assignee").

WITNESSETH:

WHEREAS, Assignor, Assignee and certain other parties have entered into an Asset Purchase Agreement (the "Purchase Agreement") dated as of August 19, 2013 pursuant to which Assignor has agreed to assign all of its right, title and interest in and to, *inter alia*, the trademarks set forth on Schedule A (the "Trademarks") and the domain name registrations set forth on Schedule B (the "Domain Names") (all of the foregoing collectively referred to herein as the "Intellectual Property") to Assignee.

NOW, THEREFORE, in consideration of the transactions contemplated by the Purchase Agreement and in this Assignment and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby sells, transfers, conveys, and assigns unto Assignee all of its right, title, and interest in and to the Intellectual Property and any and all goodwill of its business associated with the Intellectual Property, including without limitation rights to any registrations thereof, rights to prosecute any applications therefor, rights to have any registrations thereof issue in the name of Assignee, rights to apply for and obtain any renewal of any registrations thereof, rights to any priorities based on the filing of the aforesaid applications, rights to sue for past and future infringement thereof, and rights to all income, royalties, damages, claims and payments now or hereafter due or payable with respect to the Intellectual Property, and rights in and to all causes of action, either in law or in equity for past, present, or future infringement of the Intellectual Property.

2. Further Assurances. Each party will, promptly upon the other party's request and for no additional consideration, execute and deliver any and all additional documents and take such actions that are reasonably necessary to further effect and perfect the transfer of rights and assumption of liabilities and obligations set forth herein. Without limiting the foregoing, Assignor agrees to, on the Effective Date or, if not possible to do so on the Effective Date, as soon thereafter as possible, but in no event more than five (5) days after the Effective Date, take any actions necessary, including the execution, acknowledgement and delivery of any necessary domain name transfer documents reasonably requested by Assignee, to change the administrative contact and the technical contact for the Domain Names to that of Assignee (or its designee), and otherwise effect the conveyance and assignment of the Domain Names to Assignee.

3. Representations, Warranties and Covenants. This Assignment is subject to the terms and conditions of the Purchase Agreement, including the applicable representations, warranties, covenants, indemnities and other agreements and obligations relating to the Intellectual Property contained in the Purchase Agreement, which provisions are incorporated herein by reference, and constitute an integral part of this Assignment and shall survive the

herein by reference, and constitute an integral part of this Assignment and shall survive the execution and delivery of this Assignment to the extent provided in Section 7.4 of the Purchase Agreement.

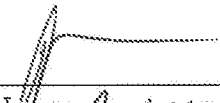
4. Binding Provisions. This Assignment is binding upon, and inures to the benefit of, the parties hereto and their respective heirs, executors, legal representatives, successors, and permitted assigns.

5. Governing Law. All questions concerning the construction, validity and interpretation of this Assignment and the performance of the obligations imposed by this Assignment shall be governed by the internal law, not the law of conflicts, of the State of New York.

IN WITNESS WHEREOF, the parties hereto have executed and delivered this Intellectual Property Assignment as of the Effective Date.

ASSIGNOR:

R.R. Bowker LLC

By: 
Name: *Andrew M. Snyder*
Title: *Chairman*

ASSIGNEE:

The Nielsen Company (US), LLC

By: _____
Name: James A. Ross
Title: Senior Vice President and
General Counsel

herein by reference, and constitute an integral part of this Assignment and shall survive the execution and delivery of this Assignment to the extent provided in Section 7.4 of the Purchase Agreement.

4. Binding Provisions. This Assignment is binding upon, and inures to the benefit of, the parties hereto and their respective heirs, executors, legal representatives, successors, and permitted assigns.

5. Governing Law. All questions concerning the construction, validity and interpretation of this Assignment and the performance of the obligations imposed by this Assignment shall be governed by the internal law, not the law of conflicts, of the State of New York.

IN WITNESS WHEREOF, the parties hereto have executed and delivered this Intellectual Property Assignment as of the Effective Date.

ASSIGNOR:

R.R. Bowker LLC

By: _____

Name:

Title:

ASSIGNEE:

The Nielsen Company (US), LLC

By:  _____

Name: James A. Ross

Title: Senior Vice President and
General Counsel

Schedule A

Trademarks

Trademark Registrations/Applications:

Owner	Trademark	Country	Reg. Date	Reg. No.	App. No.	Registered Owner	Next Action Item
R.R. Bowker LLC	PUBEASY	United States	08/20/2002	2,610,398	76/043,450	R.R. Bowker LLC	08/20/2022 Renew Registration (Requires: specimen of use, renewal application, renewal fee)
R.R. Bowker LLC	PUBNET	United States	07/28/1987	1,450,012	73/631,996	R.R. Bowker LLC	07/28/2017 Renew Registration (Requires: specimen of use, renewal application, renewal fee)
R.R. Bowker LLC	PUBNET	United States	07/26/2005	2,975,150	76/506,666	R.R. Bowker LLC	07/26/2015 Renew Registration (Requires: specimen of use, renewal application, renewal fee)
R.R. Bowker LLC	PUBEASY	Australia	09/03/1998	772028	772028	R.R. Bowker LLC	09/03/2018 Renew registration (Requires: renewal application, renewal fee)
R.R. Bowker LLC	PUBEASY	Canada	04/02/2001	TMA 531,170	0,889,379	R.R. Bowker LLC	04/02/2016 Renew Registration (Requires: renewal application, renewal fee)
R.R. Bowker LLC	PUBEASY.COM	European Community	01/22/2003	001735422	001735422	R.R. Bowker LLC	07/03/2020 Renew registration (Requires: renewal application, renewal fee)
R.R. Bowker LLC	PUBEASY	United Kingdom	07/28/1998	2173379	2173379	R.R. Bowker LLC	07/28/2018 Renew registration (Requires: renewal application, renewal fee)

Unregistered Trademarks:

PubTrack™

Schedule B

Domain Names

Domain Name Registrations:

Domain Name	Country	Registration Date	Registry Exp Date	Paid Until Date
bipintellimarket.com	gTLD	21-Mar-05	21-Mar-14	21-Mar-14
bookconsumer.co.uk	UK	21-Nov-11	21-Nov-13	21-Nov-13
bookconsumer.com	gTLD	21-May-09	21-May-15	21-May-15
bookconsumer.com.au	Australia	6-Feb-12	6-Feb-14	6-Feb-14
bookmarketing.co.uk	UK	20-Nov-98	20-Nov-14	20-Nov-14
bookmarketingsociety.co.uk	UK	11-Apr-06	11-Apr-14	11-Apr-14
bookstorelocal.com	gTLD	21-Feb-11	21-Feb-14	21-Feb-14
bowkerpubtrack.com	gTLD	6-Mar-06	6-Mar-15	6-Mar-15
mironline.com	gTLD	11-Nov-97	10-Nov-15	10-Nov-15
ptgeneraltrade.com	gTLD	6-Jun-07	6-Jun-13	6-Jun-13
pthighered.com	gTLD	6-Jun-07	6-Jun-13	6-Jun-13
ptstm.com	gTLD	6-Jun-07	6-Jun-13	6-Jun-13
pubeasy-au.com	gTLD	3-Dec-97	2-Dec-13	2-Dec-13
pubeasy-uk.com	gTLD	3-Dec-97	2-Dec-13	2-Dec-13
pubeasy-us.com	gTLD	3-Dec-97	2-Dec-13	2-Dec-13
pubeasy.com	gTLD	3-Dec-97	2-Dec-13	2-Dec-13
pubeasy.net	gTLD	1-Nov-99	1-Nov-13	1-Nov-13
pubeasy.org	gTLD	1-Nov-99	1-Nov-13	1-Nov-13
pubeasybowker.com	gTLD	21-Apr-04	21-Apr-14	21-Apr-14
pubeasycentral.co.uk	UK	22-Aug-03	22-Aug-13	22-Aug-13
pubeasycentral.com	gTLD	21-Aug-03	21-Aug-13	21-Aug-13
pubeasymailings.com	gTLD	14-Aug-03	14-Aug-15	14-Aug-15
pubeasyschool.co.uk	UK	1-Jun-10	1-Jun-14	1-Jun-14
pubeasyschool.com	gTLD	11-Dec-07	11-Dec-18	11-Dec-18
publishershomepages.com	gTLD	18-Jan-02	18-Jan-15	18-Jan-15
pubnet.org	gTLD	9-Jul-95	8-Jul-15	8-Jul-15
pubnetmailings.com	gTLD	14-Aug-03	14-Aug-15	14-Aug-15
pubtrackconsumer.com	gTLD	21-May-09	21-May-15	21-May-15
pubtracksda.com	gTLD	20-Jan-09	20-Jan-15	20-Jan-15
pubeasy.biz	gTLD	7-Nov-01	6-Nov-13	6-Nov-13