

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	09/26/2013

<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
A. C. Nielsen Company, LLC		10/14/2013	LIMITED LIABILITY COMPANY: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	The Nielsen Company (US), LLC
<b>Street Address:</b>	150 N. Martingale Road
<b>City:</b>	Schaumburg
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60173
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	1380148	SPACEMAN

**CORRESPONDENCE DATA**

Fax Number: 2128135901  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

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<b>ATTORNEY DOCKET NUMBER:</b>	NSEC 1310290
<b>NAME OF SUBMITTER:</b>	Tamar Niv Bessinger

Signature:	/anca nicolescu/
Date:	10/15/2013
Total Attachments: 1 source=Executed assignment Spaceman (F1322983)#page1.tif	

**CONFIRMATORY ASSIGNMENT**

WHEREAS, A. C. Nielsen Company, LLC, a Delaware limited liability company located and doing business at 150 N. Martingale Road, Schaumburg, IL 60173 ("Assignor"), is the owner of the following trademark (hereinafter, the "Trademark"):

TRADEMARK	REGISTRATION NO.
SPACEMAN	1,380,148

WHEREAS, The Nielsen Company (US), LLC, a Delaware limited liability company located and doing business at 150 N. Martingale Road, Schaumburg, IL 60173, ("Assignee"), is desirous of acquiring said Trademark and all associated goodwill in said Trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified registration therefor, together with all claims arising out of or relating to the use or ownership of the Trademark.

This Assignment shall be effective as of September 26, 2013.

A. C. NIELSEN COMPANY, LLC

By:   
[Signature]

Name: Mary A. Dresdow

Title: Vice President

Date: October 14, 2013