

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:	770 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2208161	STAR POWER
Registration Number:	2179876	HOLLYWOOD HYPERLINKS
Registration Number:	1745378	KEY ART AWARDS

CORRESPONDENCE DATA	
Fax Number:	2033271096
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	203-324-6155
Email:	abryce@ssjr.com
Correspondent Name:	Gene S. Winter
Address Line 1:	986 Bedford Street
Address Line 4:	Stamford, CONNECTICUT 06905

ATTORNEY DOCKET NUMBER:	03672-G0000
NAME OF SUBMITTER:	Gene S. Winter

OP \$90.00 2208161

Signature:	/Gene S. Winter/
Date:	11/11/2013
Total Attachments: 2 source=VNU Change of Name to NBM, Inc#page1.tif source=VNU Change of Name to NBM, Inc#page2.tif	

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: 005151 FRAME: 0531

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