

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ARBITRON INC.		10/11/2013	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Nielsen Audio, Inc.
<b>Street Address:</b>	85 Broad Street
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10004
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 41**

Property Type	Number	Word Mark
Registration Number:	1004086	ARBITRON
Registration Number:	1023753	ARBITRON
Registration Number:	4337492	A ARBITRON
Registration Number:	4337493	A ARBITRON
Registration Number:	4363412	A ARBITRON
Registration Number:	4337494	A ARBITRON
Serial Number:	85499905	ARBITRON MOBILE
Serial Number:	85499924	ARBITRON MOBILE
Serial Number:	85504313	ARBITRON MOBILE INDEX
Serial Number:	85504779	ARBITRON MOBILE TRENDS PANELS
Registration Number:	3583706	ARBITRON PPM
Registration Number:	4161831	GET-A-GRIP
Registration Number:	4161832	GET-A-GRIP
Registration Number:	4393969	IBOARD

**CH \$1040.00 1004086**

Registration Number:	1984594	LOCALMOTION
Registration Number:	1560614	MAXIMISER
Registration Number:	2384772	PD ADVANTAGE
Registration Number:	4124546	PPM
Registration Number:	4074012	PPM
Registration Number:	4134324	PPM
Registration Number:	4296002	PPM360
Registration Number:	4289460	PPM 360
Serial Number:	85962975	PPM 360
Serial Number:	86024816	PRINTPLUS
Registration Number:	2062674	PRO M
Registration Number:	1716997	QUALIZIP
Registration Number:	1111456	RADAR
Registration Number:	2062659	RETAIL DIRECT
Registration Number:	2907833	RETAILDIRECT
Registration Number:	2081184	SMARTPLUS
Serial Number:	85919850	SMARTPLUS WEB
Serial Number:	85919856	SMARTPLUS WEB
Serial Number:	85919861	SMARTPLUS WEB
Serial Number:	85919869	SMARTPLUS WEB
Registration Number:	2824343	TAPMEDIA
Registration Number:	2808019	TRAFFICLINK
Serial Number:	85535141	ZOKEM
Serial Number:	85473036	ARB-TV
Serial Number:	85473053	ARB-TV
Serial Number:	85473065	ARB-TV
Serial Number:	85473081	ARB-TV

**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.*

Phone: 212 813 5900

Email: assignments@fzlz.com

Correspondent Name: TAMAR NIV BESSINGER

Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.

Address Line 2: 866 UNITED NATIONS PLAZA

**TRADEMARK**  
**REEL: 005154 FRAME: 0820**

Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	NAUD 1311151
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NAME OF SUBMITTER:	Tamar Niv Bessinger
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Signature:	/anca nicolescu/
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Date:	11/15/2013
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Total Attachments: 0
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