

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	10/01/2013

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
CS AdXpose, LLC		10/01/2013	LIMITED LIABILITY COMPANY: DELAWARE

<b>RECEIVING PARTY DATA</b>	
Name:	comScore, Inc.
Street Address:	11950 Democracy Drive
Internal Address:	Suite 600
City:	Reston
State/Country:	VIRGINIA
Postal Code:	20190
Entity Type:	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 2</b>		
Property Type	Number	Word Mark
Registration Number:	3664419	YIELDSENSE
Registration Number:	3761847	ADXPOSE

<b>CORRESPONDENCE DATA</b>	
Fax Number:	3122076400
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	312-207-1000
Email:	ipdocket-chi@reedsmith.com
Correspondent Name:	Keyonn Pope
Address Line 1:	10 South Wacker Drive
Address Line 2:	Reed Smith, LLP
Address Line 4:	Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Keyonn Pope	<b>TRADEMARK</b>
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OP \$65.00 3664419

Signature:	/Keyonn Pope/
Date:	12/20/2013
Total Attachments: 2 source=Cert of Merger - CS AdXpose into comScore#page1.tif source=Cert of Merger - CS AdXpose into comScore#page2.tif	

# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"CS ADXPOSE, LLC", A DELAWARE LIMITED LIABILITY COMPANY, WITH AND INTO "COMSCORE, INC." UNDER THE NAME OF "COMSCORE, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE FIRST DAY OF OCTOBER, A.D. 2013, AT 2:29 O'CLOCK P.M.


A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

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You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 0780824

DATE: 10-01-13

TRADEMARK  
REEL: 005180 FRAME: 0207

**STATE OF DELAWARE CERTIFICATE OF MERGER OF  
DOMESTIC CORPORATION AND  
DOMESTIC LIMITED LIABILITY COMPANY**

Pursuant to Title 8, Section 264 of the Delaware General Corporation Law (the “DGCL”), and Section 18-209 of the Delaware Limited Liability Company Act (the “LLC Act”), the undersigned corporation executed the following Certificate of Merger.

1. The name of the surviving corporation is comScore, Inc., a Delaware corporation (the “**Surviving Corporation**”). The name of the limited liability company being merged into the surviving corporation is CS Adxpose, LLC, a Delaware limited liability company (the “**Merging LLC**”).
2. The Agreement of Merger has been approved, adopted, certified, executed and acknowledged by the Surviving Corporation in accordance with the DGCL and the Merging LLC in accordance with the LLC Act.
3. The name of the surviving corporation is comScore, Inc.
4. The Certificate of Incorporation of the Surviving Corporation, as in effect immediately prior to the merger, shall be the Certificate of Incorporation of the surviving corporation.
5. The executed Agreement of Merger is on file at 11950 Democracy Blvd., Suite 600, Reston, VA 20190, the place of business of the Surviving Corporation.
6. A copy of the Agreement of Merger will be furnished by the Surviving Corporation on request, without cost, to any stockholder of the Surviving Corporation or any member of the Merging LLC.

IN WITNESS WHEREOF, the Surviving Corporation has caused this certificate to be signed by an authorized officer, the 30th of September, 2013.

COMSCORE, INC.

By: /s/ Kenneth J. Tarpey  
Name: Kenneth J. Tarpey  
Title: Treasurer