

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323659

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nielsen Audio, Inc.		11/18/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Nielsen Company (US), LLC		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 33			
Property Type	Number	Word Mark	
Registration Number:	1004086	ARBITRON	
Registration Number:	1023753	ARBITRON	
Registration Number:	4363412	A ARBITRON	
Registration Number:	4337493	A ARBITRON	
Registration Number:	4337492	A ARBITRON	
Registration Number:	4337494	A ARBITRON	
Registration Number:	3583706	ARBITRON PPM	
Registration Number:	4182421	ARB-TV	
Registration Number:	4193598	ARB-TV	
Registration Number:	4193599	ARB-TV	
Registration Number:	4193600	ARB-TV	
Registration Number:	4161832	GET-A-GRIP	
Registration Number:	4161831	GET-A-GRIP	
Registration Number:	4393969	IBOARD	
Registration Number:	1984594	LOCALMOTION	
Registration Number:	1560614	MAXIMISER	
Registration Number:	2384772	PD ADVANTAGE	
Registration Number:	4124546	PPM	
Registration Number:	4134324	PPM	
Registration Number:	4074012	PPM	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	4289460	PPM 360
Registration Number:	4550431	PPM 360
Registration Number:	4296002	PPM360
Registration Number:	4470967	PRINTPLUS
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

CORRESPONDENCE DATA

Fax Number: 2128135901

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 212.813.5900

Email: assignments@fzlj.com

Correspondent Name: Tamar Niv Bessinger

Address Line 1: Fross Zelnick Lehrman & Zissu, P.C.

Address Line 2: 866 United Nations Plaza

Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER: NSEC 1409353

NAME OF SUBMITTER: Tamar Niv Bessinger

SIGNATURE: /joseph gerber/

DATE SIGNED: 11/19/2014

Total Attachments: 3

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ASSIGNMENT

WHEREAS, **Nielsen Audio, Inc.**, a corporation organized and existing under the laws of Delaware, located at 85 Broad Street, New York, New York 10004 ("**Assignor**"), is the owner of the trademarks in the attached schedule (hereinafter, the "**Trademarks**");

and WHEREAS, **The Nielsen Company (US), LLC**, a limited liability company organized and existing under the laws of Delaware, located at 85 Broad Street, New York, NY 10004 ("**Assignee**"), is desirous of acquiring the Trademarks as part of the acquisition of the ongoing and related business of the Assignor.

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 Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Nielsen Audio, Inc.

By: 

Name: Wang Su

Title: Vice President

Date of Signature: 11/12/14

Schedule

TRADEMARK	APP. NO.	REG. NO.
ARBITRON	72/449,313	1004086
ARBITRON	73/034,025	1023753
Arbitron Logo	85629072	4363412
Arbitron Logo	85629056	4337493
Arbitron Logo	85629042	4337492
Arbitron Logo	85629099	4337494
ARBITRON PPM	76/623,819	3583706
ARB-TV	85473036	4182421
ARB-TV	85473053	4193598
ARB-TV	85473065	4193599
ARB-TV	85473081	4193600
GET-A-GRIP	85152501	4161832
GET-A-GRIP	85152481	4161831
IBOARD	85754133	4393969
LOCALMOTION	74540702	1984594
MAXIMISER	73771839	1560614
PD ADVANTAGE	75587713	2384772
PPM	85317772	4124546
PPM	85317811	4134324
PPM	85317793	4074012
PPM 360	85/114,737	4289460
PPM 360	85/962,975	4550431
PPM 360	85099300	4296002
PRINTPLUS	86/024,816	4470967
QUALIZIP	74038692	1716997
RADAR	73139266	1111456
RETAIL DIRECT	74736220	2062659

RETAILDIRECT	76530370	2907833
SMARTPLUS	75104053	2081184
SMARTPLUS WEB	85/919,850	
SMARTPLUS WEB	85/919,856	
SMARTPLUS WEB	85/919,861	
SMARTPLUS WEB	85/919,869	