

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM330486

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bank of America, N.A.		06/09/2014	National Banking Association: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Arbitron 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		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78267854	MARKETING RESOURCES PLUS	
<b>Serial Number:</b>	78267835	MRP	
<b>Serial Number:</b>	78267852	PRINTPLUS	
<b>Serial Number:</b>	75104053	SMARTPLUS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124552502		
<i>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.</i>			
<b>Phone:</b>	(212) 455-3605		
<b>Email:</b>	ksolomon@stblaw.com		
<b>Correspondent Name:</b>	Genevieve Dorment, Esq.		
<b>Address Line 1:</b>	Simpson Thacher & Bartlett LLP		
<b>Address Line 2:</b>	425 Lexington Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	096412/0001		
<b>NAME OF SUBMITTER:</b>	Genevieve Dorment		
<b>SIGNATURE:</b>	/gd/		
<b>DATE SIGNED:</b>	01/29/2015		
<b>Total Attachments: 7</b>			

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## TERMINATION AND RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

This **TERMINATION AND RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY**, dated as of June 9, 2014 ("Release"), is made by **BANK OF AMERICA, N.A.**, as Collateral Agent ("Collateral Agent"), in favor of **ARBITRON INC.**, a Delaware corporation ("Grantor").

**WHEREAS**, pursuant to that certain Security Agreement dated as of March 29, 2001 (as amended, restated, supplemented, modified, extended, renewed or replaced from time to time, the "Security Agreement") by and among the Grantor, Collateral Agent, and the other parties from time to time party thereto and the Supplemental IP Security Agreement dated as June 30, 2004 ("IP Security Agreement") by and among the Grantor and Collateral Agent, Grantor granted to the Collateral Agent, for the benefit of the Credit Agents, a security interest in all of Grantor's right, title and interest in, to and under the Collateral, including the Intellectual Property ("Security Interest");

**WHEREAS**, the IP Security Agreement was recorded at the Patent Division of the United States Patent and Trademark Office ("USPTO") on July 12, 2004 at Reel 015576 Frame 0436, at the Trademark Division of the USPTO on July 12, 2004 at Reel 3006 Frame 0879, and at the United States Copyright Office ("USCO") on July 17, 2004 at Volume 3513 Doc. No. 012; and

**WHEREAS**, the Collateral Agent now desires to terminate and release the entirety of its Security Interest in the Intellectual Property.

**NOW THEREFORE**, in consideration of the mutual promises and undertakings set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and with the intention of being legally bound hereby, Collateral Agent, on behalf of the Credit Agents, and Grantor agree as follows:

**SECTION 1. Defined Terms.** Capitalized terms used herein without definition shall have the meanings ascribed to such terms in the Security Agreement or IP Security Agreement.

**SECTION 2. Termination and Release.** Collateral Agent, on behalf of the Credit Agents, without representation, warranty, or recourse, hereby:

(a) terminates, cancels, discharges, and releases the Security Interest in the Intellectual Property, including, but not limited to, the foregoing listed on Schedule 1 attached hereto, and any right, title, or interest of the Collateral Agent therein shall hereby cease and become void; and

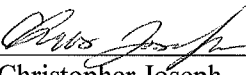
(b) authorizes the recordation of this Release with the USPTO and USCO at Grantor's expense.

**SECTION 3. Choice of Law.** This Release shall be governed by and construed in accordance with the laws of the State of New York.

**IN WITNESS WHEREOF**, the Collateral Agent, on behalf of the Credit Agents, has caused this Termination and Release of Security Interest in Intellectual Property to be duly executed as of the date first set forth above.

Collateral Agent:

BANK OF AMERICA, N.A.,  
as Collateral Agent

By:   
Name: Christopher Joseph  
Title: Vice President

SCHEDULE 1

(a) New Issued Patents of Grantor

None.

(b) Pending Patent Applications of Grantor

<u>Grantor</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Inventor</u>	<u>Mark</u>
Arbitron	60/562,907	04/15/04	Jensen, et al.	Methods and Systems for Gathering Market Research Data
Arbitron	10/800,883	03/15/04	Jensen, et al.	Methods and Systems for Gathering Market Research Data
Arbitron	10/800,884	03/15/04	Zhang, et al.	Methods and Systems for Mapping Locations of Wireless Transmitters for Use in Gathering Market Research Data
Arbitron	10/800,447	03/15/04	Jensen, et al.	Methods and Systems for Gathering Market Research Data
Arbitron	60/554,560	03/19/04	Jensen, Zhang, Pugh, et al.	Gathering Data Concerning Publication Usage
Arbitron	10/811,174	03/26/04	Kolessar	System and Methods for Gathering Data Concerning Usage of Media Data

(c) New U.S. Trademarks of Grantor

<u>Grantor</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Applicant</u>	<u>Mark</u>
Arbitron	78/267854	03/11/04	Arbitron	Marketing Resources Plus
Arbitron	78/267835	03/11/04	Arbitron	MRP
Arbitron	78/267852	03/11/04	Arbitron	PRINTPLUS
Arbitron	75/104053	03/11/04	Arbitron	SMARTPLUS

(d) Pending Trademark Applications of Grantor

None.

(e) New Copyrights of Grantor

<u>Grantor</u>	<u>Copyright Title</u>	<u>Reg. No.</u>	<u>Date of Issue</u>
Arbitron	RADAR Internal Processing #78	1-148-369	12/22/03
Arbitron	PC 2010 #78	1-148-368	12/22/03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase GP2F1 – Winter 2003 (January, February and March 2003)	Group 4 1-144-420	04/21/03
Arbitron	Station Audience Estimates – RM3M4 – Spring 2003 (Revision including Estimates for April, May and June 2003)	Groups 3 and 4 1-150-167	07/17/03
Arbitron	Station Audience Estimates – RM3M4 – Spring 2003 (Revision including Estimates for April, May and June 2003)	Groups 5 and 6 1-154-443	07/21/03
Arbitron	Station Audience Estimates – RM3M4 – Summer 2003 (Revision including Estimates for July, August and September 2003)	Group 1 1-105-929	10/10/03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Summer 2003 (July, August and September 2003)	Groups 1 and 2 1-105-930	10/10/03
Arbitron	Station Audience Estimates – RM3M4 – Summer 2003 (Revision including Estimates for July, August and September 2003)	Groups 8, 9 and 10 1-160-451	10/22/03
Arbitron	Station Audience Estimates – RM3M4 – Fall 2003 (Revision including Estimates for October, November and December 2003)	Group 1 5-905-527	01/05/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Groups 1 and 2 1-157-377	01/05/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Groups 3 and 4 1-149-054	01/09/04
Arbitron	Station Audience Estimates – RM3M4 – Fall 2003 (Revision including Estimates for October, November and December 2003)	Groups 2 and 3 5-916-715	01/09/04
Arbitron	Station Audience Estimates – RM3M4 – Fall 2003 (Revision including Estimates for October, November and December 2003)	Groups 4 and 5 1-154-684	01/12/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Groups 7, 8 and 9 1-155-448	01/15/04

<u>Grantor</u>	<u>Copyright Title</u>		<u>Reg. No.</u>	<u>Date of Issue</u>
Arbitron	Station Audience Estimates – RM3M4 – Group 7 Fall 2003 (Revision including Estimates for October, November and December 2003)		1-155-451	01/15/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Group 10	1-155-450	01/15/04
Arbitron	Station Audience Estimates – RM3M4 – Fall 2003 (Revision including Estimates for October, November and December 2003)	Group 6	1-155-449	01/15/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Groups 7, 8 and 9	1-155-447	01/15/04
Arbitron	Station Audience Estimates – RM3M4 – Fall 2003 (Revision including Estimates for October, November and December 2003)	Groups 14 and 15	1-157-547	01/26/04

**(f) New Copyright Applications of Grantor**

<u>Grantor</u>	<u>Title</u>		<u>Application No.</u>	<u>Date of Application</u>
Arbitron	Station Audience Estimates – RM3M4 – Fall 2003 (Revision including Estimates for October, November and December 2003)	Groups 4 and 5	N/A	01/12/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Groups 5 and 6	N/A	01/12/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Group 11	N/A	01/16/04
Arbitron	Station Audience Estimates – RM3M4 – Fall 2003 (Revision including Estimates for October, November and December 2003)	Groups 8 and 9	N/A	01/16/04
Arbitron	Station Audience Estimates – RM3M4 – Fall 2003 (Revision including Estimates for October, November and December 2003)	Groups 10 and 11	N/A	01/21/04

<u>Grantor</u>	<u>Title</u>	<u>Application No.</u>	<u>Date of Application</u>
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Groups 12 and 13	N/A 01/21/04
Arbitron	Tapscan – 2003 Revision		N/A 01/20/04
Arbitron	Maximiser 9.5 – 2003 Revision		N/A 01/20/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Groups 14 and 15	N/A 01/26/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Group 16	N/A 01/26/04
Arbitron	Station Audience Estimates – RM3M4 – Fall 2003 (Revision including Estimates for October, November and December 2003)	Groups 12 and 13	N/A 01/26/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Fall 2003 (October, November and December 2003)	Groups 17 and 18	N/A 01/28/04
Arbitron	Station Audience Estimates – RM3M4 – Fall 2003 (Revision including Estimates for October, November and December 2003)	Groups 16, 17 and 18	N/A 01/28/04
Arbitron	Station Audience Estimates – RM3M4 – Winter 2004 (Revision including Estimates for January, February and March 2004)	Group 1	N/A 04/23/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2004 (January, February and March 2004)	Groups 1 and 2	N/A 04/23/04
Arbitron	Station Audience Estimates – RM3M4 – Winter 2004 (Revision including Estimates for January, February and March 2004)	Group 2	N/A 04/26/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2004 (January, February and March 2004)	Group 3	N/A 04/26/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2004 (January, February and March 2004)	Groups 4 and 5	N/A 04/28/04



<u>Grantor</u>	<u>Title</u>	<u>Application No.</u>	<u>Date of Application</u>
Arbitron	Station Audience Estimates – RM3M4 Groups 3 and 4 – Winter 2004 (Revision including Estimates for January, February and March 2004)	N/A	04/28/04
Arbitron	Station Audience Estimates – RM3M4 Groups 5 and 6 – Winter 2004 (Revision including Estimates for January, February and March 2004)	N/A	04/29/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2004 (January, February and March 2004)	N/A	04/29/04
Arbitron	Station Audience Estimates – RM3M4 Groups 7 and 8 – Winter 2004 (Revision including Estimates for January, February and March 2004)	N/A	05/03/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2004 (January, February and March 2004)	N/A	05/03/04
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2004 (January, February and March 2004)	N/A	05/05/04
Arbitron	Station Audience Estimates – RM3M4 Groups 9 and 10 – Winter 2004 (Revision including Estimates for January, February and March 2004)	N/A	05/05/04
Arbitron	Radio Market Report Production Process (2003)	N/A	06/16/04

**(g) New Copyright Licenses of Grantor**

**None.**