

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330489

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bank of America, N.A.		06/09/2014	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Arbitron Inc.		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	76059021	MEASURECAST	
Serial Number:	76530370	RETAILDIRECT	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	(212) 455-3605		
Email:	ksolomon@stblaw.com		
Correspondent Name:	Genevieve Dorment, Esq.		
Address Line 1:	Simpson Thacher & Bartlett LLP		
Address Line 2:	425 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	096412/0001		
NAME OF SUBMITTER:	Genevieve Dorment		
SIGNATURE:	/gd/		
DATE SIGNED:	01/29/2015		
Total Attachments: 6			
source=14286-860&2914-455#page1.tif			
source=14286-860&2914-455#page2.tif			

CH \$65.00 76059021

source=14286-860&2914-455#page3.tif

source=14286-860&2914-455#page4.tif

source=14286-860&2914-455#page5.tif

source=14286-860&2914-455#page6.tif

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 27, 2003 ("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 17, 2003 at Reel 014286 Frame 0860, at the Trademark Division of the USPTO on July 17, 2003 at Reel 2914 Frame 0455, and at the United States Copyright Office ("USCO") on July 17, 2003 at Volume 3499 Doc. No. 550; 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

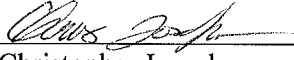
(b) authorizes the recordation of this Release with the USPTO and USCO at Grantor's expense.

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	10/320,879	12/17/02	Jensen/Crystal	Assembly for Making an Electrical Connection Between Components
Arbitron	N/R	05/21/03	Gopalakrishnan	Methods and Systems for Constructing and Maintaining Sample Pools and Sample Panels

(c) New U.S. Trademarks of Grantor

None.

(d) Pending Trademark Applications of Grantor

<u>Grantor</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Applicant</u>	<u>Mark</u>
Arbitron	76/059021	05/23/03	Arbitron	Measurecast
Arbitron	76/530370	06/27/03	Arbitron	RetailDirect

(e) New Copyrights of Grantor

<u>Grantor</u>	<u>Copyright Title</u>	<u>Reg. No.</u>	<u>Date of Issue</u>
Arbitron	PPM Data Collector 2.5 – Collection Console	N/A	1-075-446 09-30-02
Arbitron	Radar Internal Processing	N/A	1-050-560 09-27-01
Arbitron	Tapscan – 2002 Revision	N/A	1-076-554 12-31-02
Arbitron	Media Management Production Process – 2002 Revisions	N/A	1-076-555 12-31-02
Arbitron	Client Media Production Process – 2002 Revisions	N/A	1-066-648 12-31-02
Arbitron	Qualitap – 2002 Revisions	N/A	1-074-267 12/31/02
Arbitron	PPM Support Application	N/A	1-074-266 12/31/02
Arbitron	PPM Processing Application	N/A	1-074-268 12/31/02
Arbitron	Mexico Client Services Production Process	N/A	1-074-269 12/31/02
Arbitron	Client Services Production Process – 2002 Revisions	N/A	1-074-270 12/31/02
Arbitron	Radio Market Report Production Process – 2002 Revisions	N/A	1-076-417 01-03-03
Arbitron	TVScan – 2002 Revisions	N/A	1-073-332 01-03-03
Arbitron	Client Applications Production Process – 2002 Revisions	N/A	1-073-327 01-03-03

06/27/03

<u>Grantor</u>	<u>Copyright Title</u>		<u>Reg. No.</u>	<u>Date of Issue</u>
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 Fall 2001	Groups 17 and 18	1-082-217	01-30-02
Arbitron	Station Audience Estimates – RM3M4 – Fall 2001 (Revision including Estimates for October, November and December 2001)	Groups 16, 17 and 18	1-082-281	01-30-02
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 Winter 2002 (January, February and March)	Groups 8, 9 and 10	1-031-895	05-01-02
Arbitron	Station Audience Estimates – RM3M4 – Fall 2002 (Revision including Estimates for October, November and December 2002)	Group 1	1-076-569	01-03-03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 Fall 2002 (October, November and December 2002)	Groups 1 and 2	1-076-568	01-03-03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 Fall 2002 (October, November and December 2002)	Groups 14, 15, 16 and 17	1-081-337	01-03-03
Arbitron	Station Audience Estimates – RM3M4 – Fall 2002 (Revision including Estimates for October, November and December 2002)	Groups 13, 14 and 15	1-081-338	01-23-03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 Fall 2002 (October, November and December 2002)	Groups 5, 6 and 7	1-071-808	01-10-03
Arbitron	Station Audience Estimates – RM3M4 – Fall 2002 (Revision including Estimates for October, November and December 2002)	Groups 4, 5, and 6	1-071-809	01-10-03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 Summer 2002 (July, August and September)	Groups 4 and 5	1-074-136	10-15-02
Arbitron	Station Audience Estimates – RM3m4 – Summer 2002 (Revision including Estimates for July, August and September 2002)	Groups 3 and 4	1-074-135	10-15-02
Arbitron	Station Audience Estimates – RM3M4 – Summer 2002 (Revision including Estimates for July, August and September 2002)	Groups 5 and 6	1-077=159	10-17-02

<u>Grantor</u>	<u>Copyright Title</u>		<u>Req. No.</u>	<u>Date of Issue</u>
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 Summer 2002 (July, August and September)	Groups 6 and 7	1-077-158	10-17-02
Arbitron	Station Audience Estimates – RM3M4 – Winter 2002 (Revision including Estimates for January, February and March 2002)	Groups 7, 8, 9 and 10	1-094-731	05-01-02

(f) New Copyright Applications of Grantor

<u>Grantor</u>	<u>Title</u>		<u>Application No.</u>	<u>Date of Application</u>
Arbitron	The Portable People Meter Virtual Tour (DVD Video)		N/A	06/25/03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2003 (January, February and March 2003)	Group 10	N/A	04-30-03
Arbitron	Station Audience Estimates – RM3M4 – Winter 2003 (Revision including Estimates for January, February and March 2003)	Groups 9 and 10	N/A	04-30-03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2003 (January, February and March 2003)	Groups 8 and 9	N/A	04-29-03
Arbitron	Station Audience Estimates – RM3M4 – Winter 2003 (Revision including Estimates for January, February and March 2003)	Groups 7 and 8	N/A	04-29-03
Arbitron	Station Audience Estimates – RM3M4 – Winter 2003 (Revision including Estimates for January, February and March 2003)	Groups 4, 5 and 6	N/A	04-24-03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2003 (January, February and March 2003)	Groups 5, 6 and 7	N/A	04-24-03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2003 (January, February and March 2003)	Group 4	N/A	04-21-03

<u>Grantor</u>	<u>Title</u>	<u>Application No.</u>	<u>Date of Application</u>
Arbitron	Station Audience Estimates – RM3M4 Groups 2 and 3 – Winter 2003 (Revision including Estimates for January, February and March 2003)	N/A	04-21-03
Arbitron	Station Audience Estimates – RM3M4 Group 1 – Winter 2003 (Revision including Estimates for January, February and March 2003)	N/A	04-18-03
Arbitron	Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2003 (January, February and March 2003)	N/A	04-18-03

(g) New Copyright Licenses of Grantor

None.