

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330491

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|---|--------------------------------|-----------------------|--|
| 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: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2660229 | MEASURECAST | |
| Registration Number: | 2907833 | RETAILDIRECT | |
| Registration Number: | 2808019 | TRAFFICLINK | |
| Registration Number: | 2824343 | TAPMEDIA | |
| 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: 7 | | | |

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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 September 30, 2005 ("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 Trademark Division of the United States Patent and Trademark Office ("USPTO") on November 1, 2005 at Reel 3245 Frame 0329 and at the United States Copyright Office ("USCO") on November 1, 2005 at Volume 3530 Doc. No. 903; 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

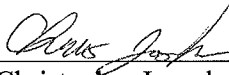
(b) authorizes the recordation of this Release with the USPTO and USCO at Grantor's expense.

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 | 11/083640 | 03/18/05 | Jensen, Crystal, Neuhouser, Zhang, Pugh, Visuis and Flanagan | GATHERING DATA CONCERNING PUBLICATION USAGE |
| Arbitron | 11/083627 | 03/18/05 | Jensen, Crystal, Neuhouser, Zhang, Pugh, Visuis and Flanagan | GATHERING DATA CONCERNING PUBLICATION USAGE |
| Arbitron | 11/084545 | 03/18/05 | Jensen, Crystal, Neuhouser, Zhang, Pugh, Visuis and Flanagan | GATHERING DATA CONCERNING PUBLICATION USAGE |
| Arbitron | 11/084646 | 03/18/05 | Jensen, Crystal, Neuhouser, Zhang, Pugh, Visuis and Flanagan | GATHERING DATA CONCERNING PUBLICATION USAGE |
| Arbitron | 11/084663 | 03/18/05 | Jensen, Crystal, Neuhouser, Zhang, Pugh, Visuis and Flanagan | GATHERING DATA CONCERNING PUBLICATION USAGE |
| Arbitron | 11/084642 | 03/18/05 | Jensen, Crystal, Neuhouser, Zhang, Pugh, Visuis and Flanagan | GATHERING DATA CONCERNING PUBLICATION USAGE |
| Arbitron | 11/084604 | 03/18/05 | Jensen, Crystal, Neuhouser, Zhang, Pugh, Visuis and Flanagan | GATHERING DATA CONCERNING PUBLICATION USAGE |

09/30/05

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| <u>Grantor</u> | <u>Application No.</u> | <u>Filing Date</u> | <u>Inventor</u> | <u>Mark</u> |
|----------------|------------------------|--------------------|--|---|
| Arbitron | 11/084641 | 03/18/05 | Jensen, Crystal, Neuhouser, Zhang, Pugh, Visuis and Flanagan | GATHERING DATA CONCERNING PUBLICATION USAGE |

(c) New U.S. Trademarks of Grantor

| <u>Grantor</u> | <u>Registration No.</u> | <u>Registration Date</u> | <u>Applicant</u> | <u>Mark</u> |
|----------------|-------------------------|--------------------------|------------------|--------------|
| Arbitron | 2,660,229 | 12/10/02 | Arbitron | MEASURECAST |
| Arbitron | 2,907,833 | 12/07/04 | Arbitron | RETAILDIRECT |
| Arbitron | 2,808,019 | 01/27/04 | Arbitron | TRAFFICLINK |
| Arbitron | 2,824,343 | 03/23/04 | Arbitron | TAPMEDIA |

(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 | Station Audience Estimates -- RM3M4 -- Groups 5 and 6 Winter 2005 (Revision including Estimates for January, February and March 2005) | 1-231-645 | 04/28/05 |
| Arbitron | Station Audience Estimates -- Survey Respondent Diarybase -- GP2F1 -- Winter 2005 (January, February and March 2005) | 1-231-646 | 04/28/05 |
| Arbitron | Station Audience Estimates -- Survey Respondent Diarybase -- GP2F1 -- Winter 2005 (January, February and March 2005) | 1-231-647 | 04/27/05 |
| Arbitron | Station Audience Estimates -- RM3M4 -- Groups 9 and 10 Winter 2005 (Revision including Estimates for January, February and March 2005) | 1-234-307 | 05/04/05 |
| Arbitron | Station Audience Estimates -- Survey Respondent Diarybase -- GP2F1 -- Winter 2005 (January, February and March 2005) | 1-234-306 | 05/04/05 |

| <u>Grantor</u> | <u>Copyright Title</u> | <u>Reg. No.</u> | <u>Date of Issue</u> |
|----------------|--|-----------------|----------------------|
| Arbitron | Station Audience Estimates – RM3M4 – Groups 7 and 8 Winter 2005 (Revision including Estimates for January, February and March 2005) | 1-234-093 | 05/03/05 |
| Arbitron | Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2005 (January, February and March 2005) | 1-234-094 | 05/03/05 |
| Arbitron | Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Winter 2005 (January, February and March 2005) | 1-234-103 | 04/22/05 |
| Arbitron | Station Audience Estimates – RM3M4 – Winter 2005 (Revision including Estimates for January, February and March 2005) | 1-234-104 | 04/22/05 |
| Arbitron | Station Audience Estimates – RM3M4 – Winter 2005 (Revision including Estimates for January, February and March 2005) | 1-235-982 | 04/27/05 |

(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 – Survey Respondent Diarybase – GP2F1 – Spring 2005 (April, May and June 2005) | Group 18 | N/A | 08/09/05 |
| Arbitron | Station Audience Estimates – RM3M4 – Spring 2005 (Revision including Estimates for April, May and June 2005) | Groups 17 and 18 | N/A | 08/09/05 |
| Arbitron | Station Audience Estimates – RM3M4 – Spring 2005 (Revision including Estimates for April, May and June 2005) | Groups 15 and 16 | N/A | 08/04/05 |
| Arbitron | Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Spring 2005 (April, May and June 2005) | Groups 16 and 17 | N/A | 08/04/05 |
| Arbitron | Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Spring 2005 (April, May and June 2005) | Groups 14 and 15 | N/A | 08/03/05 |

| <u>Grantor</u> | <u>Title</u> | <u>Application No.</u> | <u>Date of Application</u> |
|----------------|---|------------------------|----------------------------|
| Arbitron | Station Audience Estimates – RM3M4 Groups 13 and 14 – Spring 2005 (Revision including Estimates for April, May and June 2005) | N/A | 08/03/05 |
| Arbitron | Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Spring 2005 (April, May and June 2005) | N/A | 08/01/05 |
| Arbitron | Station Audience Estimates – RM3M4 Groups 11 and 12 – Spring 2005 (Revision including Estimates for April, May and June 2005) | N/A | 08/01/05 |
| Arbitron | Station Audience Estimates – RM3M4 Groups 9 and 10 – Spring 2005 (Revision including Estimates for April, May and June 2005) | N/A | 07/27/05 |
| Arbitron | Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Spring 2005 (April, May and June 2005) | N/A | 07/27/05 |
| Arbitron | Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Spring 2005 (April, May and June 2005) | N/A | 07/26/05 |
| Arbitron | Station Audience Estimates – RM3M4 Groups 7 and 8 – Spring 2005 (Revision including Estimates fro April, May and June 2005) | N/A | 07/26/05 |
| Arbitron | Station Audience Estimates – RM3M4 Groups 5 and 6 – Spring 2005 (Revision including Estimates for April, May and June 2005) | N/A | 07/22/05 |
| Arbitron | Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Spring 2005 (April, May and June 2005) | N/A | 07/22/05 |
| Arbitron | Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Spring 2005 (April, May and June 2005) | N/A | 07/19/05 |
| Arbitron | Station Audience Estimates – RM3M4 Groups 3 and 4 – Spring 2005 (Revision including Estimates for April, May and June 2005) | N/A | 07/19/05 |
| Arbitron | Station Audience Estimates – RM3M4 Groups 1 and 2 – Spring 2005 (Revision including Estimates for April, May and June 2005) | N/A | 07/19/05 |

| <u>Grantor</u> | <u>Title</u> | <u>Application No.</u> | <u>Date of Application</u> |
|----------------|---|--------------------------|----------------------------|
| Arbitron | Station Audience Estimates – Survey Respondent Diarybase – GP2F1 – Spring 2005 (April, May and June 2005) | Groups 1, 2 and 3 N/A | 07/18/05 |

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

None.

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