

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM369273

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Nielsen National Research Group, Inc.		12/01/2015	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	National Research Group, Inc.		
<b>Street Address:</b>	6255 Sunset Boulevard, 19th Floor		
<b>City:</b>	Hollywood		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90028		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2297418	MOVIEVIEW	
<b>Registration Number:</b>	2264364	NRG	
<b>Registration Number:</b>	2006483	C.I.N.E.S.Y.S.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2024345029		
<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>	202-434-5250		
<b>Email:</b>	PWard@wc.com		
<b>Correspondent Name:</b>	Philip J Ward		
<b>Address Line 1:</b>	725 12th Street NW		
<b>Address Line 4:</b>	Washington, D.C. 20005		
<b>NAME OF SUBMITTER:</b>	Philip J Ward		
<b>SIGNATURE:</b>	/Philip J Ward/		
<b>DATE SIGNED:</b>	01/14/2016		
<b>Total Attachments: 2</b>			
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Secretary of State  
State of California VAM

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**CERTIFICATE OF AMENDMENT OF ARTICLES OF INCORPORATION**

The undersigned certify that:

1. They are the chief executive officer and president and the secretary, respectively, of Nielsen National Research Group, Inc., a California corporation.
2. Article 1 of the Articles of Incorporation of this corporation is amended to read as follows:

The name of the corporation is National Research Group, Inc.

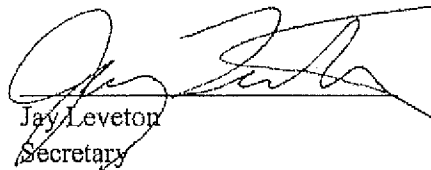
3. The foregoing amendment of Articles of Incorporation has been duly approved by the board of directors.
4. The foregoing amendment of Articles of Incorporation has been duly approved by the required vote of shareholders in accordance with Section 902, California Corporations Code. The total number of outstanding shares of the corporation is 1,000. The number of shares voting in favor of the amendment equaled or exceeded the vote required. The percentage vote required was more than 50%.

We further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of our own knowledge.

DATE: December 1, 2015



Mark Penn  
Chief Executive Officer and President



Jay Leveton  
Secretary





I hereby certify that the foregoing  
transcript of \_\_\_\_\_ page(s)  
is a full, true and correct copy of the  
original record in the custody of the  
California Secretary of State's office.

DEC 02 2015

Date: \_\_\_\_\_

Handwritten signature of Alex Padilla in cursive.

ALEX PADILLA, Secretary of State

**TRADEMARK**