

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM432080

<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>
VNU BUSINESS MEDIA, INC.		01/24/2007	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	NEILSON BUSINESS MEDIA, INC.		
<b>Street Address:</b>	770 BROADWAY, 8TH FLOOR		
<b>City:</b>	NEW YORK		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10003		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	73623811	SALES AND MARKETING MANAGEMENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6128775072		
<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>	6128775307		
<b>Email:</b>	ipmab@lawmoss.com		
<b>Correspondent Name:</b>	Michael Bondi		
<b>Address Line 1:</b>	150 South Fifth Street, Suite 1200		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>NAME OF SUBMITTER:</b>	Michael A. Bondi		
<b>SIGNATURE:</b>	/Michael A. Bondi/		
<b>DATE SIGNED:</b>	06/21/2017		
<b>Total Attachments: 2</b>			
source=VNU - Nielsen Name Change#page1.tif			
source=VNU - Nielsen Name Change#page2.tif			

CH \$40.00 73623811

# Delaware

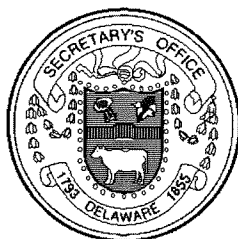
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*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "VNU BUSINESS MEDIA, INC.", CHANGING ITS NAME FROM "VNU BUSINESS MEDIA, INC." TO "NIELSEN BUSINESS MEDIA, INC.", FILED IN THIS OFFICE ON THE TWENTY-FOURTH DAY OF JANUARY, A.D. 2007, AT 12:46 O'CLOCK P.M.

2367673 8100

070825386



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5922318

DATE: 08-13-07

TRADEMARK

REEL: 006089 FRAME: 0034

CERTIFICATE OF AMENDMENT OF THE  
CERTIFICATE OF INCORPORATION OF  
VNU BUSINESS MEDIA, INC.

It is hereby certified that:

1. The name of the corporation is VNU Business Media, Inc.
2. The certificate of incorporation of the corporation is hereby amended by striking out Article FIRST thereof and by substituting in lieu of said Article the following new Article:  
  
"FIRST: The name of the Corporation is Nielsen Business Media, Inc."
3. The amendment of the certificate of incorporation herein certified has been duly adopted in accordance with the provisions of Sections 228 and 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, I have subscribed this document on the date set forth below and do hereby affirm, under the penalties of perjury, that the statements contained therein have been examined by me and are true and correct.

Date: January 24, 2007

/s/ Frederick A. Steinmann

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Frederick A. Steinmann  
Vice President