

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM761008

| | | | |
|---|-------------------------------------|-----------------------|---------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Release (Reel 0003758 / Frame 0779) | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Citibank, N.A. | | 10/11/2022 | Bank: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | The Nielsen Company (US), LLC | | |
| Street Address: | 85 Broad Street | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10004 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3039734 | AUDIENCE WATCH | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8009144240 | | |
| <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: | 800-713-0755 | | |
| Email: | Michael.Violet@wolterskluwer.com | | |
| Correspondent Name: | CT Corporation | | |
| Address Line 1: | 4400 Easton Commons Way | | |
| Address Line 2: | Suite 125 | | |
| Address Line 4: | Columbus, OHIO 43219 | | |
| NAME OF SUBMITTER: | Jessica Dias-Jayasinghe | | |
| SIGNATURE: | /Jessica Dias-Jayasinghe/ | | |
| DATE SIGNED: | 10/13/2022 | | |
| Total Attachments: 51 | | | |
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| source=9. Trademark Release Document - 0003758.0779#page2.tif | | | |
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OP \$40.00 3039734

RELEASE OF SECURITY INTEREST IN TRADEMARKS

This RELEASE OF SECURITY INTEREST IN TRADEMARKS (this “Release”), dated as of October 11, 2022 (the “Effective Date”), is made by CITIBANK, N.A., in its capacity as Collateral Agent (the “Agent”), in favor of the grantor parties identified on the signature page hereto (the “Grantors”).

WHEREAS, pursuant to that certain Intellectual Property Security Agreement, dated as of August 9, 2006, by and among the Agent, the Grantors and certain other parties thereto (as amended and restated as of June 23, 2009 and as otherwise amended, amended and restated, supplemented or otherwise modified from time to time, the “Security Agreement”), which was recorded with the United States Patent and Trademark Office on September 8, 2006 at Reel/Frame 003385/0528, the Grantors granted to the Agent, in its capacity as Collateral Agent, a security interest in and to certain collateral;

WHEREAS, pursuant to the Security Agreement, the Grantors executed and delivered that certain Supplement IP Security Agreement, dated as of April 10, 2017 (the “2017 IP Security Agreement”), which was recorded with the United States Patent and Trademark Office on April 13, 2017 at Reel/Frame 6034/0576, Supplement IP Security Agreement, dated as of February 7, 2018 (the “2018 IP Security Agreement”), which was recorded with the United States Patent and Trademark Office on February 8, 2018 at Reel/Frame 6269/0643, Supplement IP Security Agreement, dated as of June 4, 2020 (the “2020 IP Security Agreement”), which was recorded with the United States Patent and Trademark Office on June 8, 2020 at Reel/Frame 7040/0001, Supplement IP Security Agreement, dated as of October 23, 2015 (the “2015 IP Security Agreement”), which was recorded with the United States Patent and Trademark Office on November 30, 2015 at Reel/Frame 5678/0392, Supplement No. 1, dated as of October 10, 2006 (“Supplement No. 1”), which was recorded with the United States Patent and Trademark Office on January 12, 2007 at Reel/Frame 003460/0181, Supplement No. 2, dated as of August 9, 2007 (“Supplement No. 2”), which was recorded with the United States Patent and Trademark Office on September 13, 2007 at Reel/Frame 003620/0497, Notice of New Collateral, dated as of October 18, 2007 (“Notice of New Collateral”), which was recorded with the United States Patent and Trademark Office on November 21, 2007 at Reel/Frame 003666/0018, Supplement No. 4, dated as of April 9, 2008 (“Supplement No. 4”), which was recorded with the United States Patent and Trademark Office on April 11, 2008 at Reel/Frame 003758/0779, Intellectual Property Security Agreement Supplement No. 6, dated as of July 11, 2008 (“Supplement No. 6”), which was recorded with the United States Patent and Trademark Office on July 15, 2008 at Reel/Frame 003815/0769, Intellectual Property Security Agreement Supplement No. 8, dated as of August 15, 2008 (“Supplement No. 8”), which was recorded with the United States Patent and Trademark Office on September 5, 2008 at Reel/Frame 003847/0791, Intellectual Property Security Agreement Supplement No. 9, dated as of December 1, 2008 (“Supplement No. 9”), which was recorded with the United States Patent and Trademark Office on January 27, 2009 at Reel/Frame 003925/0384, Intellectual Property Security Agreement Supplement, dated as of March 4, 2010 (“March 2010 IP Security Agreement”), which was recorded with the United States Patent and Trademark Office on March 10, 2010 at Reel/Frame 004164/0596, Intellectual Property Security Agreement Supplement, dated as of August 4, 2010 (“August 2010 IP Security Agreement”), which was recorded with the United States Patent and Trademark Office on August 19, 2010 at Reel/Frame 004263/0255 and Supplement No. 3, dated as of August 9, 2007 (“Supplement No. 3” and, together with the 2017 IP Security Agreement, the 2018 IP Security Agreement, the 2020 IP Security Agreement, the 2015 IP Security Agreement, Supplement No. 1, Supplement No. 2, Notice of New Collateral, Supplement No. 4, Supplement No. 6, Supplement No. 8, Supplement No. 9, the March 2010 IP Security Agreement and the August 2010 IP Security Agreement, the “IP Security Agreements”), which was recorded with the United States Patent and Trademark Office on September 14, 2007 at Reel/Frame 003621/0757.

NOW, THEREFORE, for good and valuable consideration, the receipt, adequacy and sufficiency of which are hereby acknowledged, upon the terms set forth in this Release, the Agent hereby states as follows:

1. Defined Terms. All capitalized terms used, but not otherwise defined herein, shall have the respective meanings ascribed in or otherwise referenced in the Security Agreement or the IP Security Agreements, as applicable.

2. Release. The Agent, without representation or warranty of any kind, hereby releases, discharges, terminates and cancels all of its security interest in and to any and all of the Trademarks, the Trademark Licenses and all Proceeds and products of any and all of the foregoing and all Supporting Obligations, collateral security and guarantees given by any person with respect to any of the foregoing, including all the trademark registrations set forth set forth in Schedule A attached hereto (the "Trademark Collateral"), arising under the Security Agreement and the IP Security Agreements. If and to the extent that the Agent has acquired any right, title or interest in and to the Trademark Collateral under the Security Agreement or the IP Security Agreements, the Agent, without representation or warranty of any kind, hereby re-transfers, re-conveys and re-assigns such right, title or interest to the relevant Grantor.

3. Termination. The Agent, without representation or warranty of any kind, terminates and cancels the Security Agreement and the IP Security Agreements.

4. Recordation. The Agent hereby authorizes the Grantors, or the Grantors' authorized representative or representatives, as the case may be, to record this Release with the USPTO and any other applicable governmental office or agency. The Agent further authorizes and requests the Commissioner for Trademarks in the USPTO, and any other necessary United States government officer, record this Release.

5. Further Assurances. The Agent agrees to take all further actions, and provide to the Grantors and their respective successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by the Grantors, at the Grantors' sole cost and expense, to more fully and effectively effectuate the purposes of this Release.

6. Delivery and Electronic Signatures. Delivery by facsimile or other electronic transmission of an executed counterpart of a signature page to this Release shall be effective as delivery of an original executed counterpart of this Release. The words "execution," "signed," "signature," "delivery," and words of like import in or relating to this Release and the transactions contemplated hereby shall be deemed to include electronic signatures, deliveries or the keeping of records in electronic form, each of which shall be of the same legal effect, validity or enforceability as a manually executed signature, physical delivery thereof or the use of a paper-based recordkeeping system, as the case may be, to the extent and as provided for in any applicable law, including the federal Electronic Signatures in Global and National Commerce Act, the New York State Electronic Signatures and Records Act, or any other state laws based on the Uniform Electronic Transactions Act, and the parties hereto consent to conduct the transactions contemplated hereunder by electronic means.

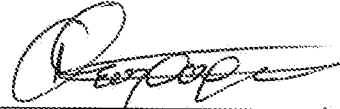
7. Governing Law. This Release shall be governed exclusively under the laws of State of New York, without regard to conflicts of law or choice of law principles.

[Signature Pages Follow]

IN WITNESS WHEREOF, the Agent has caused this Release to be executed by its duly authorized representative as of the Effective Date:

CITIBANK, N.A., acting in its capacity as Collateral Agent

By:



Name: IOANNIS THEOCHARIS
Title: VICE PRESIDENT

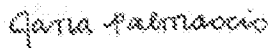
[Signature Page to Trademark Release]

TRADEMARK
REEL: 007882 FRAME: 0570

Acknowledged and agreed:

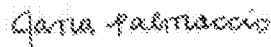
GRANTORS:

A. C. NIELSEN (ARGENTINA) S.A.
ACN HOLDINGS INC.
A.C. NIELSEN COMPANY, LLC
ACNIELSEN CORPORATION
ACNIELSEN ERATINGS.COM
ART HOLDING, L.L.C.
ATHENIAN LEASING CORPORATION
CZT/ACN TRADEMARKS, L.L.C.
EXELATE, INC.
GRACENOTE DIGITAL VENTURES, LLC
GRACENOTE, INC.
GRACENOTE MEDIA SERVICES, LLC
NETRATINGS, LLC
NIELSEN AUDIO, INC.
NIELSEN FINANCE CO.
NIELSEN INTERNATIONAL HOLDINGS, INC.
NIELSEN MOBILE, LLC
NIELSEN UK FINANCE I, LLC
NMR INVESTING I, INC.
THE NIELSEN COMPANY (US), LLC
VNU MARKETING INFORMATION,
INC.

By: 
Name: Jana Palmaccio
Title: Vice President and Treasurer

NMR LICENSING ASSOCIATES, L.P.

By: NMR INVESTING I, INC.,
its general partner

By: 
Name: Jana Palmaccio
Title: Vice President and Director

[Signature Page to Trademark Release]

SCHEDULE A

Trademark Collateral

Intellectual Property Security Agreement, dated as of August 9, 2006, recorded on September 9, 2006 at Reel/Frame 003385/0528

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|--------------------------------|---|-------------------|--------------------|-----------------|------------------|
| 1. | VNU Business Media, Inc. | SHOWEST (California) | | | 12732 | |
| 2. | VNU Business Media, Inc. | SHOWEST (Utah) | | | 25496 | |
| 3. | VNU Business Media, Inc. | EDITOR & PUBLISHER THE OLDEST PUBLISHER S' AND.... | | | 234944 | |
| 4. | VNU Business Media, Inc. | EDITOR & PUBLISHE R THE FOURTH ESTATE & Design | | | 243753 | |
| 5. | VNU Business Media, Inc. | BILLBOAR D (stylized I) - a. 16 | | | 606753 | |
| 6. | VNU Business Media, Inc. | AMUSEME NT BUSINESS | | | 734198 | |
| 7. | VNU Business Media, Inc. | HOT 100 (a. 16) | | | 831459 | |
| 8. | VNU Business Media, Inc. | WG & Design | | | 844599 | |
| 9. | VNU Business Media, Inc. | WATSON- GUPTILL | | | 845021 | |
| 10. | VNU Business Media, Inc. | AMERICAN ARTIST | | | 855124 | |
| 11. | VNU Business Media, Inc. | THE HOLLYWO OD REPORTER (Stylized) | | | 856584 | |
| 12. | VNU Business Media, Inc. | BILLBOAR D (Cl. 16) | | | 986949 | |
| 13. | VNU Business Media, Inc. | SM | | | 0963654 | |
| 14. | VNU Business Media, Inc. | 0.10 (Cl. 41) | | | 1134824 | |
| 15. | VNU Business Media, Inc. | THE HOLLYWO OD REPORTER & Design | | | 1140385 | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
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| 16. | VNU Business Media, Inc. | THE HOLLY WOOD REPOR TER STUDI O FOUND ED IN 1929 BLU- BOOK | | | 1185696 | |
| 17. | VNU Business Media, Inc. | AUDAREN A STADIUM | | | 1193612 | |
| 18. | VNU Business Media, Inc. | SHOWEST | | | 1212684 | |
| 19. | VNU Business Media, Inc. | SUCCESSF UL MEETINGS | | | 1275125 | |
| 20. | VNU Business Media Inc. | BUSINESS TRAVEL NEWS | | | 1339800 | |
| 21. | VNU Business Media, Inc. | GM/HBA | | | 1391998 | |
| 22. | VNU Business Media, Inc. | BACK STAGE | | | 1404920 | |
| 23. | VNU Business Media, Inc. | AB (LOGO) | | | 1413318 | |
| 24. | VNU Business Media Inc. | CAVALCA DE OF ACTS AND ATTRACTI ONS | | | 1431917 | |
| 25. | VNU Business Media, Inc. | NATIONAL HOME CENTER SHOW | | | 1442393 | |
| 26. | VNU Business Media, Inc. | PHOTO/DE SIGN | | | 1445742 | |
| 27. | VNU Business Media, Inc. | TRADESHO W & CONVENTI ON GUIDE | | | 1459984 | |
| 28. | VNU Business Media, Inc. | HOTLINE | | | 1461482 | |
| 29. | VNU Business Media, Inc. | SPORTS TREND | | | 1472195 | |
| 30. | VNU Business Media, Inc. | DRAMA- LOGUE | | | 1482352 | |
| 31. | VNU Business Media, Inc. | ARCHITEC TURAL LIGHTING | | | 1485757 | |
| 32. | VNU Business Media, Inc. | TOP POP | | | 1494186 | |
| 33. | VNU Business Media, Inc. | ADSPO | | | 1494473 | |
| 34. | VNU Business Media, Inc. | THE SERVICE EDGE | | | 1498618 | |
| 35. | VNU Business Media, Inc. | TRAINING DIRECTOR S' FORUM | | | 1507093 | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
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| 36. | VNU Business Media, Inc. | MUSICIAN (Stylized) | | | 1518860 | |
| 37. | VNU Business Media, Inc. | GIFT & STATIONE RY BUSINESS | | | 1523036 | |
| 38. | VNU Business Media Inc. | BILLBOAR D (stylized 2) - Cl. 16 | | | 1528168 | |
| 39. | VNU Business Media, Inc. | BILLBOAR D SONG CONTEST | | | 1538506 | |
| 40. | VNU Business Media, Inc. | U.S. DISTRIBUT ION JOURNAL | | | 1542085 | |
| 41. | VNU Business Media, Inc. | FACILITIES DESIGN & MANAGEM ENT | | | 1547308 | |
| 42. | VNU Business Media, Inc. | DIRECT SUCCESS | | | 1559003 | |
| 43. | VNU Business Media, Inc. | THE JOURNAL OF PETROLEU M MARKETIN G | | | 1562833 | |
| 44. | VNU Business Media, Inc. | TRAINING | | | 1600765 | |
| 45. | VNU Business Media, Inc. | COMPUCH AIN | | | 1603998 | |
| 46. | VNU Business Media, Inc. | MARKET STATISTIC S | | | 1612291 | |
| 47. | VNU Business Media, Inc. | THE SPORTING GOODS DEALER | | | 1618733 | |
| 48. | VNU Business Media, Inc. | BPI | | | 1634011 | |
| 49. | VNU Business Media, Inc. | INCENTIVE | | | 1639419 | |
| 50. | VNU Business Media, Inc. | CORPORAT E TRAVEL WORLD | | | 1642967 | |
| 51. | VNU Business Media, Inc. | BPI ENTERTAI NMENT NEWS WIRE | | | 1653267 | |
| 52. | VNU Business Media, Inc. | BILLBOAR D (stylised 2). a. 9 | | | 1660589 | |
| 53. | VNU Business Media, Inc. | BOBBIN | | | 1680282 | |
| 54. | VNU Business Media, Inc. | ACTION SPORTS RETAILER TRADE EXPO | | | 1686845 | |
| 55. | VNU Business Media, Inc. | BIN | | | 1686904 | |
| 56. | VNU Business Media, Inc. | BILLBOAR D 200 | | | 1704965 | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
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| 57. | VNU Business Media, Inc. | DO NOT USE | | | 1714664 | |
| 58. | VNU Business Media, Inc. | DESIGN OF BRAIDED POLE | | | 1722374 | |
| 59. | VNU Business Media, Inc. | PINNACLE | | | 1724339 | |
| 60. | VNU Business Media, Inc. | SUCCESSF UL MEETINGS PINNACLE AWARD | | | 1737206 | |
| 61. | VNU Business Media, Inc. | KEY ART AWARDS | | | 1745378 | |
| 62. | VNU Business Media, Inc. | GLOBAL MUSIC PULSE | | | 1768293 | |
| 63. | VNU Business Media, Inc. | MUSIC & MEDIA (Stylised) | | | 1791549 | |
| 64. | VNU Business Media, Inc. | AIRPLAY MONITOR | | | 1844376 | |
| 65. | VNU Business Media, Inc. | MEETINGS TODAY | | | 1860894 | |
| 66. | VNU Business Media, Inc. | BACK STAGE WEST | | | 1879722 | |
| 67. | VNU Business Media, Inc. | WOOD TECHNOLO GY | | | 1883176 | |
| 68. | VNU Business Media, Inc. | HEATSEEK ERS | | | 1920850 | |
| 69. | VNU Business Media, Inc. | PRESENTAT IONS | | | 1921265 | |
| 70. | VNU Business Media, Inc. | WORLD RADIO TV HANDBOOK | | | 1925407 | |
| 71. | VNU Business Media, Inc. | LAS VEGAS MERCHAND ISE EXPO | | | 1934511 | |
| 72. | VNU Business Media, Inc. | HIGHLIGHT S | | | 1950085 | |
| 73. | VNU Business Media, Inc. | VITAL REISSUES | | | 1966029 | |
| 74. | VNU Business Media, Inc. | MISCELLAN EOUS DESIGN (Stamen.) - a. 41 | | | 1985157 | |
| 75. | VNU Business Media, Inc. | AB | | | 1995711 | |
| 76. | VNU Business Media, Inc. | AB AMUSEMEN T BUSINESS | | | 2016849 | |
| 77. | VNU Business Media, Inc. | NEW HORIZONS IN HEALTH CARE | | | 2017541 | |

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| 78. | VNU Business Media, Inc. | SUPERBRA NDS | | | 2038457 | |
| 79. | VNU Business Media, Inc. | BILLBOARD ONLINE (Stylized) | | | 2031156 | |
| 80. | VNU Business Media, Inc. | SALES & MARKETIN G MANAGEM ENT | | | 2066761 | |
| 81. | VNU Business Media, Inc. | BILLBOARD (stylized 2)-a. 25 | | | 2082353 | |
| 82. | VNU Business Media, Inc. | PDN'S PIX | | | 2086366 | |
| 83. | VNU Business Media, Inc. | RETAIL OPERATION S & CONS7RUCI ON EXPO AND DESIGN | | | 2093837 | |
| 84. | VNU Business Media, Inc. | INCENTIVE | | | 2110693 | |
| 85. | VNU Business Media, Inc. | BILLBOARD LIVE (a. 41) | | | 2127879 | |
| 86. | VNU Business Media, Inc. | BILLBOARD BULLETIN | | | 2160124 | |
| 87. | VNU Business Media, Inc. | LUXE | | | 2170401 | |
| 88. | VNU Business Media, Inc. | BRAND BUILDERS (Stylized) | | | 2175794 | |
| 89. | VNU Business Media, Inc. | HOLLYWO OD HYPERLINK S | | | 2179876 | |
| 90. | VNU Business Media, Inc. | ROSS REPORTS | | | 2191939 | |
| 91. | VNU Business Media, Inc. | BILLBOARD .COM | | | 2202505 | |
| 92. | VNU Business Media, Inc. | STAR POWER | | | 2208161 | |
| 93. | VNU Business Media, Inc. | STAR POWER & Design | | | 2208188 | |
| 94. | VNU Business Media, Inc. | ROSS REPORTS TELEVISIO N & FILM | | | 2213123 | |
| 95. | VNU Business Media, Inc. | HOLLYWO ODREPORT ERCOM | | | 2245657 | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
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| 96. | VNU Business Media, Inc. | COUTURE COLLECTI ON & CONE ITKENC I.: | | | 2258176 | |
| 97. | VNU Business Media, Inc. | POTENTIA LS | | | 2274631 | |
| 98. | VNU Business Media, Inc. | POTENTIA LS IDEAS AND PRODUCTS THAT MOTIVATE | | | 2276196 | |
| 99. | VNU Business Media, Inc. | BILLBOAR D LIVE & DESIGN (Cl. 41, 42) | | | 2290642 | |
| 100. | VNU Business Media, Inc. | THE ART METHODS & MATERIAL S SHOW | | | 2291689 | |
| 101. | VNU Business Media, Inc. | DIRECTOR POWER | | | 2313448 | |
| 102. | VNU Business Media, Inc. | BILLBOAR D LIVE (Cl 25) | | | 2319617 | |
| 103. | VNU Business Media, Inc. | STAR POWER | | | 2320657 | |
| 104. | VNU Business Media, Inc. | IMPACT! | | | 2322564 | |
| 105. | VNU Business Media, Inc. | ADWEEICA SIA | | | 2323185 | |
| 106. | VNU Business Media, Inc. | BILLBOAR D LIVE & DESIGN (Cl 25) | | | 2332154 | |
| 107. | VNU Business Media, Inc. | TRAINLIN K | | | 2350622 | |
| 108. | VNU Business Media, Inc. | MISCELLA NEOUS DESIGN (Star & Reel Logo) | | | 2355021 | |
| 109. | VNU Business Media, Inc. | GREATEST GAINERS | | | 2361215 | |
| 110. | VNU Business Media, Inc. | CREATIVE SEMINAR | | | 2366107 | |
| 111. | VNU Business Media, Inc. | APPAREL INDUSTRY INTERNACI ONAL | | | 2370766 | |
| 112. | VNU Business Media, Inc. | ALT.OFFIC E | | | 2388038 | |
| 113. | VNU Business Media, Inc. | MISCELLA NEOUS DESIGN (Billboard Colored Dols) | | | 2392385 | |
| 114. | VNU Business Media, Inc. | MISCELLA NEOUS DESIGN Giro, Reel & Bar Logo) | | | 2409852 | |
| 115. | VNU Business Media, Inc. | APPAREL SOURCE | | | 2432199 | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
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| 116. | VNU Business Media, Inc. | INSIDE MEDIA | | | 2439634 | |
| 117. | VNU Business Media, Inc. | MISCELLA NEOUS DESIGN (Star & Reel Lao) | | | 2441772 | |
| 118. | VNU Business Media, Inc. | ERETAIUN G WORLD | | | 2445057 | |
| 119. | VNU Business Media, Inc. | ERETAILIN G WORLD | | | 2445058 | |
| 120. | VNU Business Media, Inc. | BILLBOAR D INTERNATI ONAL TAPE/DISC DIRECTOR Y | | | 2447678 | |
| 121. | VNU Business Media, Inc. | SEWN PRODUCTS EQUIPMEN T & TECHNOLO GY EXPO | | | 2450276 | |
| 122. | VNU Business Media, Inc. | BACKSTAG E.COM | | | 2452299 | |
| 123. | VNU Business Media, Inc. | DIRECTOR POWER | | | 2453593 | |
| 124. | VNU Business Media, Inc. | 3PM | | | 2461610 | |
| 125. | VNU Business Media, Inc. | SHOWEAS T | | | 2472821 | |
| 126. | VNU Business Media, Inc. | ERETAIUN G WORLD | | | 2476362 | |
| 127. | VNU Business Media, Inc. | SGB SPORTSLA B & Design | | | 2478470 | |
| 128. | VNU Business Media, Inc. | POINT OF PURCHASE MAGAZINE | | | 2489927 | |
| 129. | VNU Business Media, Inc. | DESIGN.YC | | | 2491667 | |
| 130. | VNU Business Media, Inc. | RETAIL OPERATIO NS & CONSTRUC TION | | | 2493701 | |
| 131. | VNU Business Media, Inc. | APPAREL INDUSTRY MAGAZINE | | | 2499441 | |
| 132. | VNU Business Media, Inc. | APPLIED BRILLIANC E | | | 2506188 | |
| 133. | VNU Business Media, Inc. | SHOWEST AWARDS | | | 2512105 | |
| 134. | VNU Business Media, Inc. | DIGITAL INTERIOR | | | 2533161 | |
| 135. | VNU Business Media, Inc. | ADWEEK MAGAZINE S TECHNOLO GY MARKETIN G | | | 2555236 | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
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| 136. | VNU Business Media, Inc. | FUEL CHANNELS | | | 2562489 | |
| 137. | VNU Business Media, Inc. | HOSPITALI TY DESIGN LEADERSH IP SUMMIT | | | 2589048 | |
| 138. | VNU Business Media, Inc. | BOBBIN AMERICAS | | | 2604761 | |
| 139. | VNU Business Media, Inc. | POP MARKETPL ACE & Design | | | 2620191 | |
| 140. | VNU Business Media, Inc. | EMB EMBROIDE RY / MONOGRA M BUSINESS | | | 2623117 | |
| 141. | VNU Business Media, Inc. | ARCHIT HOUSE & Design | | | 2647432 | |
| 142. | VNU Business Media, Inc. | SGB SPORTING GOODS BUSINESS | | | 2654217 | |
| 143. | VNU Business Media, Inc. | YOUR SOURCE FOR OPERATIO NAL EXCELLEN CE | | | 2666937 | |
| 144. | VNU Business Media, Inc. | BOBBIN WORLD THE INTERN ATIONA L SEWN PRODU CTS EXPO | | | 2670705 | |
| 145. | VNU Business Media, Inc. | CINEMA EXPO INTERNATI ONAL | | | 2674583 | |
| 146. | VNU Business Media, Inc. | SEWN PRODUCTS EXPO | | | 2679633 | |
| 147. | VNU Business Media, Inc. | BILLBOAR D RADIO | | | 2704083 | |
| 148. | VNU Business Media, Inc. | THE BOOKSELL ER | | | 2731281 | |
| 149. | VNU Business Media, Inc. | FILM JOURNAL INTERNATI ONAL | | | 2768767 | |
| 150. | VNU Business Media, Inc. | THE AUTHORIT Y ON MASS, DRUG & SPECIALTY RETAILING | | | 2817744 | |
| 151. | VNU Business Media, Inc. | CLIO (Cl. 16) | | | 2837926 | |
| 152. | VNU Business Media, Inc. | FUEL FOR THOUGHT (Class 16) | | | 2905358 | |
| 153. | VNU Business Media, Inc. | FUEL FOR THOUGHT (Class 41) | | | 2928300 | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
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| 154. | VNU Business Media, Inc. | WATCH AFICIONA DO | | | 2946745 | |
| 155. | VNU Business Media, Inc. | SMART SUPPLIER | | | 2986343 | |
| 156. | VNU Business Media, Inc. | HIGH VOLUME DECORATOR SUMMIT | | | 2988375 | |
| 157. | VNU Business Media, Inc. | BRAND BUILDERS (word mark - 2(0)) | | | 2989342 | |
| 158. | VNU Business Media, Inc. | BILLBOARD MUSIC AWARDS | | | 3023506 | |
| 159. | VNU Business Media, Inc. | CONTENT & CONTACT | | | 3030454 | |
| 160. | VNU Business Media, Inc. | Miscellaneous Design (DIAMOND) | | | 3036652 | |
| 161. | VNU Business Media, Inc. | ASR LINEUP | | | 3037893 | |
| 162. | VNU Business Media, Inc. | ACTION SPORTS RETAILER | | | 3080359 | |
| 163. | VNU Business Media, Inc. | RADIO MONITOR | | | 3096616 | |
| 164. | VNU Business Media, Inc. | ACCESS DESIGN | | | 3096803 | |
| 165. | VNU Business Media, Inc. | WINTERBIKE | | | 3099497 | |
| 166. | VNU Business Media, Inc. | DESIGNOW | | | 3101541 | |
| 167. | VNU Business Media | ADWEEKS MARKETING MEDIOS | 78377201 | | | |
| 168. | VNU Business Media | ADWEEKS WORK | 78399439 | | | |
| 169. | VNU Business Media | THE BOOK STANDARD | 78432196 | | | |
| 170. | VNU Business Media | SIGNATURE SALONS | 78444478 | | | |
| 171. | VNU Business Media | IURICUS | 78508530 | | | |
| 172. | VNU Business Media | COUTURE INTERNATIONAL JEWELER | 78535926 | | | |
| 173. | VNU Business Media | POP 100 | 78588484 | | | |
| 174. | VNU Business Media | RING MASTERS | 78590597 | | | |
| 175. | VNU Business Media | BILLBOARD (Classes 9 and 41) | 78594116 | | | |
| 176. | VNU Business Media | MECCA (Class 35) | 78645923 | | | |
| 177. | VNU Business Media | MECCA (Class 41) | 78645931 | | | |

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| 178. | VNU Business Media | PRESENTATIONS | 78669401 | | | |
| 179. | VNU Business Media | KIDS DRAW | 78722249 | | | |
| 180. | VNU Business Media | ELITE RUNNING STORE CONFERENCE | 7841942 | | | |
| 181. | VNU Business Media | ICON AWARDS | 78401067 | | | |
| 182. | VNU Business Media | ACTORFEST (Class 35) | 78813359 | | | |
| 183. | VNU Business Media | EUROPA STAR (Class 16) | 78841058 | | | |
| 184. | VNU Business Media | EUROPA STAR (Class 35) | 78841062 | | | |

Supplement IP Security Agreement, dated as of April 10, 2017, recorded on April 13, 2017 at Reel/Frame 6034/0576

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|--------------------------------|-------------------------|-------------------|--------------------|-----------------|------------------|
| 1. | Gracnote, Inc. | ZAMPLE | 86208135 | 02/28/2014 | 4620489 | 10/14/2014 |
| 2. | Gracnote, Inc. | ZAMPLE | 86208127 | 02/28/2014 | 4613539 | 09/30/2014 |
| 3. | Gracnote, Inc. | EYEQ | 85977627 | 05/16/2011 | 4534819 | 05/20/2014 |
| 4. | Gracnote, Inc. | HABU | 85525027 | 01/25/2012 | 4656589 | 12/16/2014 |
| 5. | Gracnote, Inc. | TANGOAV | 85006742 | 04/05/2010 | 3950162 | 04/26/2011 |
| 6. | Gracnote, Inc. | GRACENOTE | 78015093 | 06/30/2000 | 2637306 | 10/15/2002 |
| 7. | Gracnote, Inc. | MUSICID | 78814399 | 02/14/2006 | 3290542 | 09/11/2007 |
| 8. | Gracnote, Inc. | GRACENOTE | 78/015,093 | 6/30/2000 | 2637306 | 10/15/2002 |
| 9. | Gracnote, Inc. | GRAVITY MOBILE | 77723854 | 04/28/2009 | 4172009 | 07/10/2012 |
| 10. | Gracnote, Inc. | MEDIAVOCS | 77068693 | 12/20/2006 | 3509253 | 09/30/2008 |
| 11. | Gracnote, Inc. | DESIGN ONLY | 76221685 | 03/08/2001 | 2578048 | 06/11/2002 |
| 12. | Gracnote, Inc. | CDDDB | 75532494 | 08/07/1998 | 2361355 | 06/27/2000 |
| 13. | Gracnote Digital Ventures, LLC | TELEVISION WITHOUT PITY | 77830353 | 09/18/2009 | 3781103 | 04/27/2010 |
| 14. | Gracnote Media Services, LLC | CHANNEL GUIDE | 74538833 | 06/17/1994 | 1943605 | 12/26/1995 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-------------------------------------|------------------|-------------------|--------------------|-----------------|------------------|
| 15. | Gracenote Media Services, LLC | TV DATA | 73469715 | 03/12/1984 | 1387817 | 03/25/1986 |
| 16. | Gracenote Media Services, LLC | US EXPRESS | 75339316 | 08/12/1997 | 2208560 | 12/08/1998 |
| 17. | Gracenote Media Services, LLC | RESEARCHTV | 75348848 | 08/28/1997 | 2242218 | 04/27/1999 |
| 18. | Gracenote Media Services, LLC | EZ TV | 75351537 | 09/04/1997 | 2223868 | 02/16/1999 |
| 19. | Gracenote Media Services, LLC | ON | 77192303 | 03/29/2007 | 3951098 | 04/26/2011 |

**Supplement IP Security Agreement, dated as of February 7, 2018, recorded on February 8, 2018 at
Reel/Frame 6269/0643**

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|--------------------|------------------|-------------------|--------------------|-----------------|------------------|
| 1. | Visual IQ, Inc. | VISUAL IQ | | | 4931647 | 04/05/2016 |
| 2. | Visual IQ, Inc. | IQ DEPLOY | | | 4776669 | 07/21/2015 |
| 3. | Visual IQ, Inc. | IQ DEPLOY | | | 4726367 | 04/28/2015 |
| 4. | Visual IQ, Inc. | IQ SAGE | | | 4106701 | 02/28/2012 |
| 5. | Visual IQ, Inc. | IQ SAGE | | | 4106700 | 02/28/2012 |
| 6. | Visual IQ, Inc. | IQ ENVOY | | | 4089909 | 01/24/2012 |
| 7. | Visual IQ, Inc. | IQ ENVOY | | | 4089907 | 01/24/2012 |
| 8. | Visual IQ, Inc. | IQ INSIGHT | | | 4599484 | 09/09/2014 |
| 9. | Visual IQ, Inc. | IQ INSIGHT | | | 4599483 | 09/09/2014 |
| 10. | Visual IQ, Inc. | TRUEMET RICS | | | 4067869 | 12/06/2011 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-----------------|-----------------|----------------------------|-------------|----------|------------|
| 11. | Visual IQ, Inc. | TRUEATTRIBUTION | | | 4067868 | 12/06/2011 |
| 12. | Visual IQ, Inc. | AUDIENCE IQ | | | 3951597 | 04/26/2011 |
| 13. | Visual IQ, Inc. | VISUAL IQ | | | 3674035 | 08/25/2009 |
| 14. | Visual IQ, Inc. | VISUAL IQ | | | 3674034 | 08/25/2009 |
| 15. | Visual IQ, Inc. | TRUEMETRICS | 87/548149 (Pending ITU) | 07/29/2017 | | |
| 16. | Visual IQ, Inc. | TRUEATTRIBUTION | 87/548146 (Pending ITU) | 07/29/2017 | | |
| 17. | Visual IQ, Inc. | IQ SAGE | 87/548144 (Pending ITU) | 07/29/2017 | | |

Supplement IP Security Agreement, dated as of June 4, 2020 , recorded on June 8, 2020 at Reel/Frame 7040/0001

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|----|-------------------------------|--------------------|------------|-------------|----------|------------|
| 1. | Gracenote, Inc. | EUREKA | 60061848 | 12/09/1905 | 61848 | 04/09/1907 |
| 2. | The Nielsen Company (US), LLC | NIELSEN | 71563626 | 08/17/1948 | 540915 | 04/10/1951 |
| 3. | The Nielsen Company (US), LLC | VIEWERS IN PROFILE | 72232581 | 11/12/1965 | 825898 | 03/14/1967 |
| 4. | The Nielsen Company (US), LLC | VIP | 72232582 | 11/12/1965 | 824208 | 02/14/1967 |
| 5. | The Nielsen Company (US), LLC | ARBITRON | 72449313 | 02/20/1973 | 1004086 | 02/04/1975 |
| 6. | The Nielsen Company (US), LLC | ARBITRON | 73034025 | 10/07/1974 | 1023753 | 10/28/1975 |
| 7. | The Nielsen Company (US), LLC | RADAR | 73139266 | 08/29/1977 | 1111456 | 01/16/1979 |
| 8. | The Nielsen Company (US), LLC | STREET TALK | 73148539 | 11/14/1977 | 1125081 | 09/11/1979 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-------------------------------|------------------|-------------------|--------------------|-----------------|------------------|
| 9. | The Nielsen Company (US), LLC | DMA | 73237008 | 10/29/1979 | 1157555 | 06/09/1981 |
| 10. | The Nielsen Company (US), LLC | NET*FACTS | 73671551 | 07/13/1987 | 1477979 | 02/23/1988 |
| 11. | The Nielsen Company (US), LLC | CONSUMER CLOUT | 73749277 | 08/30/1988 | 1578260 | 01/16/1990 |
| 12. | The Nielsen Company (US), LLC | QUALIZIP | 74038692 | 03/15/1990 | 1716997 | 09/15/1992 |
| 13. | The Nielsen Company (US), LLC | AD*VIEWS | 74308651 | 08/28/1992 | 1810540 | 12/14/1993 |
| 14. | The Nielsen Company (US), LLC | NSS | 74519201 | 05/02/1994 | 1880624 | 02/28/1995 |
| 15. | Gracenote Media Services, LLC | CHANNEL GUIDE | 74538833 | 06/17/1994 | 1943605 | 12/26/1995 |
| 16. | The Nielsen Company (US), LLC | LOCALMOTION | 74540702 | 06/21/1994 | 1984594 | 07/02/1996 |
| 17. | The Nielsen Company (US), LLC | NSI | 74621716 | 01/17/1995 | 1988073 | 07/23/1996 |
| 18. | The Nielsen Company (US), LLC | @PLAN | 75151532 | 08/16/1996 | 2196315 | 10/13/1998 |
| 19. | The Nielsen Company (US), LLC | SORENSEN VIDEO | 75276354 | 04/17/1997 | 2235065 | 03/23/1999 |
| 20. | Gracenote Media Services, LLC | US EXPRESS | 75339316 | 08/12/1997 | 2208560 | 12/08/1998 |
| 21. | The Nielsen Company (US), LLC | FRESH FACTS | 75346109 | 08/25/1997 | 2198049 | 10/20/1998 |
| 22. | Gracenote Media Services, LLC | RESEARCHTV | 75348845 | 08/28/1997 | 2242218 | 04/27/1999 |
| 23. | Gracenote Media Services, LLC | EZ TV | 75351537 | 09/04/1997 | 2223868 | 02/16/1999 |
| 24. | The Nielsen Company (US), LLC | NETRATINGS | 75385045 | 11/05/1997 | 2446679 | 04/24/2001 |

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| 25. | The Nielsen Company (US), LLC | BRANDFX | 75412299 | 12/30/1997 | 2485525 | 09/04/2001 |
| 26. | The Nielsen Company (US), LLC | SPORTSQUEST | 75451785 | 03/17/1998 | 2304787 | 12/28/1999 |
| 27. | Gracenote, Inc. | CDDB | 75532494 | 08/07/1998 | 2361355 | 06/27/2000 |
| 28. | The Nielsen Company (US), LLC | PD ADVANTAGE | 75587713 | 11/12/1998 | 2384772 | 09/12/2000 |
| 29. | The Nielsen Company (US), LLC | ADRELEVANCE | 75643158 | 02/16/1999 | 2488315 | 09/11/2001 |
| 30. | The Nielsen Company (US), LLC | NPOWER | 75791100 | 09/02/1999 | 2675889 | 01/21/2003 |
| 31. | The Nielsen Company (US), LLC | NHSI | 75859682 | 11/30/1999 | 2402063 | 11/07/2000 |
| 32. | The Nielsen Company (US), LLC | NHTI | 75860798 | 11/30/1999 | 2402068 | 11/07/2000 |
| 33. | The Nielsen Company (US), LLC | WEBRF | 75898371 | 01/05/2000 | 2663806 | 12/17/2002 |
| 34. | The Nielsen Company (US), LLC | OPTIMAX | 76023019 | 04/11/2000 | 2499893 | 10/23/2001 |
| 35. | Gracenote, Inc. | | 76221685 | 03/08/2001 | 2578048 | 06/11/2002 |
| 36. | The Nielsen Company (US), LLC | PRINCIPAL MOVIEGOER | 76407726 | 05/14/2002 | 2848491 | 06/01/2004 |
| 37. | The Nielsen Company (US), LLC | PINECONE RESEARCH | 76452562 | 09/25/2002 | 2916601 | 01/04/2005 |
| 38. | The Nielsen Company (US), LLC | NETVIEW | 76466462 | 11/13/2002 | 2803463 | 01/06/2004 |
| 39. | The Nielsen Company (US), LLC | MARKETBREAKS | 76477687 | 12/23/2002 | 2870271 | 08/03/2004 |
| 40. | The Nielsen Company (US), LLC | CONSUMER 360 | 76488708 | 02/10/2003 | 2876313 | 08/24/2004 |
| 41. | The Nielsen Company (US), LLC | NIELSEN CINEMA | 76517227 | 05/27/2003 | 2983632 | 08/09/2005 |
| 42. | The Nielsen Company (US), LLC | NIELSEN CINEMA | 76517228 | 05/27/2003 | 2983633 | 08/09/2005 |

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| 43. | The Nielsen Company (US), LLC | AUDIENCE WATCH | 76625833 | 12/27/2004 | 3039734 | 01/10/2006 |
| 44. | The Nielsen Company (US), LLC | VISUALDNA | 77035898 | 11/03/2006 | 3944451 | 04/12/2011 |
| 45. | The Nielsen Company (US), LLC | NIELSEN ANSWERS | 77093364 | 01/29/2007 | 3544156 | 12/09/2008 |
| 46. | The Nielsen Company (US), LLC | NIELSEN | 77094959 | 01/30/2007 | 3998364 | 07/19/2011 |
| 47. | The Nielsen Company (US), LLC | NIELSEN | 77094963 | 01/30/2007 | 3994151 | 07/12/2011 |
| 48. | The Nielsen Company (US), LLC | NIELSEN | 77094981 | 01/30/2007 | 3994152 | 07/12/2011 |
| 49. | Gracenote Media Services, LLC | ON | 77192303 | 05/29/2007 | 3951098 | 04/26/2011 |
| 50. | The Nielsen Company (US), LLC | VISUALDNA | 77258529 | 08/17/2007 | 4315183 | 04/09/2013 |
| 51. | The Nielsen Company (US), LLC | FDMS | 77260481 | 08/21/2007 | 3519091 | 10/21/2008 |
| 52. | The Nielsen Company (US), LLC | FULL DISCOVERY MARKETS | 77260498 | 08/21/2007 | 3519092 | 10/21/2008 |
| 53. | The Nielsen Company (US), LLC | AUTOMATED DISCOVERY MARKETS | 77260501 | 08/21/2007 | 3519093 | 10/21/2008 |
| 54. | The Nielsen Company (US), LLC | INNERSCOPE | 77419703 | 03/12/2008 | 3683917 | 09/15/2009 |
| 55. | The Nielsen Company (US), LLC | NIELSEN CLEAR DECISIONS | 77449760 | 04/16/2008 | 4112077 | 03/13/2012 |
| 56. | The Nielsen Company (US), LLC | VISUAL IQ | 77462552 | 04/30/2008 | 3674034 | 08/25/2009 |
| 57. | The Nielsen Company (US), LLC | VISUAL IQ | 77462564 | 04/30/2008 | 3674035 | 08/25/2009 |
| 58. | The Nielsen Company (US), LLC | RHIZA | 77549499 | 08/18/2008 | 3779973 | 04/27/2010 |
| 59. | The Nielsen Company (US), LLC | INTELLIGENT PRIORS | 77691951 | 03/16/2009 | 4292575 | 02/19/2013 |

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| 60. | The Nielsen Company (US), LLC | NIELSEN FOCUS | 77703065 | 03/31/2009 | 4109175 | 03/06/2012 |
| 61. | The Nielsen Company (US), LLC | AUDIENCE IQ | 77801655 | 08/11/2009 | 3951597 | 04/26/2011 |
| 62. | The Nielsen Company (US), LLC | TELEVISION WITHOUT PITY | 77830353 | 09/18/2009 | 3781103 | 04/27/2010 |
| 63. | Gracenote Digital Ventures, LLC | TCE | 77953528 | 03/08/2010 | 3871724 | 11/02/2010 |
| 64. | The Nielsen Company (US), LLC | GRACENOTE | 78015093 | 06/30/2000 | 2637306 | 10/15/2002 |
| 65. | Gracenote, Inc. | NIELSEN SPORTS | 78456473 | 07/26/2004 | 3276288 | 08/07/2007 |
| 66. | The Nielsen Company (US), LLC | LOCAL MARKET PLANNER | 78583524 | 03/09/2005 | 3184702 | 12/12/2006 |
| 67. | The Nielsen Company (US), LLC | FANLINKS | 78590278 | 03/18/2005 | 3202766 | 01/23/2007 |
| 68. | The Nielsen Company (US), LLC | NAVE II | 78595093 | 03/25/2005 | 3445143 | 06/10/2008 |
| 69. | The Nielsen Company (US), LLC | NAVE | 78595097 | 03/25/2005 | 3435942 | 05/27/2008 |
| 70. | The Nielsen Company (US), LLC | NACAT | 78613869 | 04/21/2005 | 3079639 | 04/11/2006 |
| 71. | The Nielsen Company (US), LLC | CGWEB | 78652388 | 06/16/2005 | 3188866 | 12/26/2006 |
| 72. | The Nielsen Company (US), LLC | DRIVER INSIGHTS | 78652600 | 06/16/2005 | 3234946 | 04/24/2007 |
| 73. | The Nielsen Company (US), LLC | VIZU | 78737321 | 10/20/2005 | 3935746 | 03/22/2011 |
| 74. | The Nielsen Company (US), LLC | VIZU | 78737326 | 10/20/2005 | 3529139 | 11/04/2008 |
| 75. | The Nielsen Company (US), LLC | NAVE IIC | 78785001 | 01/04/2006 | 3598521 | 03/31/2009 |
| 76. | The Nielsen Company (US), LLC | SHOPPER MISSIONS | 78787613 | 01/09/2006 | 3769361 | 03/30/2010 |

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| 77. | The Nielsen Company (US), LLC | MUSICID | 78814399 | 02/14/2006 | 3290542 | 09/11/2007 |
| 78. | Gracenote, Inc. | GRABIX | 78830329 | 03/06/2006 | 3236590 | 05/01/2007 |
| 79. | The Nielsen Company (US), LLC | GRABIX.COM | 78830335 | 03/06/2006 | 3826507 | 07/27/2010 |
| 80. | The Nielsen Company (US), LLC | SPOTTRAC | 78870015 | 04/26/2006 | 3292186 | 09/11/2007 |
| 81. | The Nielsen Company (US), LLC | KEEPINGTRAC | 78873657 | 05/01/2006 | 3374207 | 01/22/2008 |
| 82. | The Nielsen Company (US), LLC | PPM360 | 85099300 | 08/03/2010 | 4296002 | 02/26/2013 |
| 83. | The Nielsen Company (US), LLC | IQ INSIGHT | 85206364 | 12/28/2010 | 4599483 | 09/09/2014 |
| 84. | The Nielsen Company (US), LLC | IQ INSIGHT | 85206390 | 12/28/2010 | 4599484 | 09/09/2014 |
| 85. | The Nielsen Company (US), LLC | IQ ENVOY | 85206769 | 12/28/2010 | 4089907 | 01/24/2012 |
| 86. | The Nielsen Company (US), LLC | IQ SAGE | 85206825 | 12/28/2010 | 4106700 | 02/28/2012 |
| 87. | The Nielsen Company (US), LLC | AQ | 85216704 | 01/13/2011 | 4104223 | 02/28/2012 |
| 88. | The Nielsen Company (US), LLC | NIELSEN ONLINE CAMPAIGN RATINGS | 85317052 | 05/10/2011 | 4533906 | 05/20/2014 |
| 89. | The Nielsen Company (US), LLC | PPM | 85317772 | 05/11/2011 | 4124546 | 04/10/2012 |
| 90. | The Nielsen Company (US), LLC | PPM | 85317811 | 05/11/2011 | 4134324 | 05/01/2012 |
| 91. | The Nielsen Company (US), LLC | HABU | 85525027 | 01/25/2012 | 4656589 | 12/16/2014 |
| 92. | Gracenote, Inc. | THE CAMBRIDGE GROUP | 85533420 | 02/03/2012 | 4221147 | 10/09/2012 |
| 93. | The Nielsen Company (US), LLC | AN UNCOMMON SENSE OF THE CONSUMER | 85742457 | 10/01/2012 | 4589317 | 08/19/2014 |
| 94. | The Nielsen Company (US), LLC | IBOARD | 85754133 | 10/15/2012 | 4393969 | 08/27/2013 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
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| 95. | The Nielsen Company (US), LLC | SPONSORSHIP SCORECARD | 85763617 | 10/25/2012 | 4589359 | 08/19/2014 |
| 96. | The Nielsen Company (US), LLC | NIELSEN N-SCORE | 85779542 | 11/14/2012 | 4641730 | 11/18/2014 |
| 97. | The Nielsen Company (US), LLC | NIELSEN CROSS-PLATFORM CAMPAIGN RATINGS | 85796575 | 12/06/2012 | 4538931 | 05/27/2014 |
| 98. | Exelate Media Ltd. | EXELATE | 85843400 | 02/07/2013 | 4499357 | 03/18/2014 |
| 99. | Exelate Media Ltd. | SMART DATA. SMARTER DECISIONS. | 85843410 | 02/07/2013 | 4530635 | 05/13/2014 |
| 100. | The Nielsen Company (US), LLC | EXELATE | 85843413 | 02/07/2013 | 4507475 | 04/01/2014 |
| 101. | The Nielsen Company (US), LLC | PPM 360 | 85962975 | 06/18/2013 | 4550431 | 06/17/2014 |
| 102. | Gracenote, Inc. | EYEQ | 85977627 | 05/16/2011 | 4534819 | 05/20/2014 |
| 103. | The Nielsen Company (US), LLC | PRINTPLUS | 86024816 | 07/31/2013 | 4470967 | 01/21/2014 |
| 104. | The Nielsen Company (US), LLC | NIELSEN BASES FACTORS FOR SUCCESS | 86197354 | 02/19/2014 | 4609365 | 09/23/2014 |
| 105. | The Nielsen Company (US), LLC | IQ DEPLOY | 86228304 | 03/21/2014 | 4726367 | 04/28/2015 |
| 106. | The Nielsen Company (US), LLC | AD*VIEWS | 86229791 | 03/24/2014 | 5332315 | 11/14/2017 |
| 107. | The Nielsen Company (US), LLC | NIELSEN SOCIALGUIDE INTELLIGENCE | 86239031 | 04/01/2014 | 4719166 | 04/14/2015 |
| 108. | The Nielsen Company (US), LLC | IMPACT MAPS | 86319972 | 06/25/2014 | 4715169 | 04/07/2015 |
| 109. | The Nielsen Company (US), LLC | IQ DEPLOY | 86462637 | 11/24/2014 | 4776669 | 07/21/2015 |
| 110. | The Nielsen Company (US), LLC | NIELSEN OPINION QUEST | 86470460 | 12/03/2014 | 4907164 | 03/01/2016 |
| 111. | The Nielsen Company (US), LLC | VISUAL IQ | 86673762 | 06/25/2015 | 4931647 | 04/05/2016 |
| 112. | The Nielsen Company (US), LLC | NIELSEN FOURIER ONE | 86676884 | 06/29/2015 | 5311866 | 10/17/2017 |

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| 113. | The Nielsen Company (US), LLC | NIELSEN DEMAND ADVISOR | 86801139 | 10/27/2015 | 5107658 | 12/27/2016 |
| 114. | The Nielsen Company (US), LLC | NIELSEN DEMAND STRUCTURE | 86801148 | 10/27/2015 | 5126839 | 01/24/2017 |
| 115. | The Nielsen Company (US), LLC | TOTAL MEDIA FUSION | 86843586 | 12/09/2015 | 4993434 | 07/05/2016 |
| 116. | The Nielsen Company (US), LLC | NIELSEN MEDIA IMPACT | 86843590 | 12/09/2015 | 4993435 | 07/05/2016 |
| 117. | The Nielsen Company (US), LLC | SCR | 86871252 | 01/11/2016 | 5281983 | 09/05/2017 |
| 118. | The Nielsen Company (US), LLC | SOCIAL CONTENT RATINGS | 86871254 | 01/11/2016 | 5075396 | 11/01/2016 |
| 119. | The Nielsen Company (US), LLC | SAVEIT | 86955311 | 03/28/2016 | 5125823 | 01/17/2017 |
| 120. | The Nielsen Company (US), LLC | DATA FOR GOOD | 87031040 | 05/10/2016 | | |
| 121. | The Nielsen Company (US), LLC | IQ SAGE | 87548144 | 07/29/2017 | 5407224 | 02/20/2018 |
| 122. | The Nielsen Company (US), LLC | TRUEATTRIBUTION | 87548146 | 07/29/2017 | 5897677 | 10/29/2019 |
| 123. | The Nielsen Company (US), LLC | TRUEMETRICS | 87548149 | 07/29/2017 | | |
| 124. | The Nielsen Company (US), LLC | HONE | 87750511 | 01/10/2018 | | |
| 125. | The Nielsen Company (US), LLC | HONE | 87750521 | 01/10/2018 | | |
| 126. | The Nielsen Company (US), LLC | HONE | 87750529 | 01/10/2018 | | |
| 127. | The Nielsen Company (US), LLC | HONE | 87750530 | 01/10/2018 | | |
| 128. | The Nielsen Company (US), LLC | HONE | 87750533 | 01/10/2018 | | |
| 129. | The Nielsen Company (US), LLC | HONE A SORENSON COMPANY | 87750536 | 01/10/2018 | | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|------|-------------------------------|---|-------------------|--------------------|-----------------|------------------|
| 130. | The Nielsen Company (US), LLC | HONE A SORENSON COMPANY | 87750537 | 01/10/2018 | | |
| 131. | The Nielsen Company (US), LLC | HONE A SORENSON COMPANY | 87750540 | 01/10/2018 | | |
| 132. | The Nielsen Company (US), LLC | HONE A SORENSON COMPANY | 87750544 | 01/10/2018 | | |
| 133. | The Nielsen Company (US), LLC | HONE A SORENSON COMPANY | 87750549 | 01/10/2018 | | |
| 134. | The Nielsen Company (US), LLC | DATA FOR GOOD | 87979379 | 05/10/2016 | 5667616 | 01/29/2019 |
| 135. | The Nielsen Company (US), LLC | METRICS TO MONETIZE | 88076359 | 08/13/2018 | | |
| 136. | The Nielsen Company (US), LLC | C-FLEX | 88207391 | 11/27/2018 | | |
| 137. | The Nielsen Company (US), LLC | PRIME LINGO | 88245478 | 12/30/2018 | 5787905 | 06/25/2019 |
| 138. | The Nielsen Company (US), LLC | PRIME LINGO | 88245490 | 12/30/2018 | 5787906 | 06/25/2019 |
| 139. | The Nielsen Company (US), LLC | NIELSEN ANALYTICS CONSOLE | 88260600 | 01/14/2019 | 5849534 | 09/03/2019 |
| 140. | The Nielsen Company (US), LLC | NIELSEN ANALYTICS CONSOLE | 88260612 | 01/14/2019 | 5849535 | 09/03/2019 |
| 141. | The Nielsen Company (US), LLC | PPM 360 | 88578201 | 08/14/2019 | | |
| 142. | The Nielsen Company (US), LLC | ONE MEDIA TRUTH | 88662806 | 10/21/2019 | | |
| 143. | The Nielsen Company (US), LLC | NCS | 88738031 | 12/23/2019 | | |
| 144. | The Nielsen Company (US), LLC | NCSOLUTIONS | 88738041 | 12/23/2019 | 6160115 | 09/22/2020 |
| 145. | The Nielsen Company (US), LLC | NCS NCSOLUTIONS BETTER ADVERTISING BEGINS HERE. | 88738049 | 12/23/2019 | 6191454 | 11/03/2020 |
| 146. | The Nielsen Company (US), LLC | NCS NCSOLUTIONS | 88738058 | 12/23/2019 | 6207320 | 11/24/2020 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|------|-------------------------------|-----------------------|-------------------|--------------------|-----------------|------------------|
| 147. | The Nielsen Company (US), LLC | NIELSEN SMARTSHELF | 88853048 | 03/30/2020 | | |
| 148. | Gracenote, Inc. | EYEQ | 85977627 | 5/16/2011 | 4534819 | 5/20/2014 |
| 149. | The Nielsen Company (US), LLC | ADVANCED STRATEGY LAB | 75824069 | 10/15/1999 | 2385572 | 9/12/2000 |
| 150. | The Nielsen Company (US), LLC | ASL | 75842728 | 11/8/1999 | 2383397 | 9/5/2000 |
| 151. | The Nielsen Company (US), LLC | PPM 360 | 88578201 | 8/14/2019 | | |
| 152. | The Nielsen Company (US), LLC | THE CAMBRIDGE GROUP | 85533420 | 2/3/2012 | 4221147 | 10/9/2012 |
| 153. | The Nielsen Company (US), LLC | VIZU | 78737326 | 10/20/2005 | 3529139 | 11/4/2008 |

Supplement IP Security Agreement, dated as of October 23, 2015, recorded on November 30, 2015 at Reel/Frame 5678/0392

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|----|-------------------------------|------------------|-------------------|--------------------|-----------------|------------------|
| 1. | The Nielsen Company (US), LLC | ARBITRON | 72449313 | | 1004086 | Feb 4 1975 |
| 2. | The Nielsen Company (US), LLC | ARBITRON | 73034205 | | 1023753 | Oct 28 1975 |
| 3. | The Nielsen Company (US), LLC | A ARBITRON | 85629042 | | 4337492 | May 21 2013 |
| 4. | The Nielsen Company (US), LLC | A ARBITRON | 85629056 | | 4337493 | May 21 2013 |
| 5. | The Nielsen Company (US), LLC | A ARBITRON | 85629072 | | 4363412 | Jul 9 2013 |
| 6. | The Nielsen Company (US), LLC | A ARBITRON | 85629099 | | 4337494 | May 21 2013 |
| 7. | The Nielsen Company (US), LLC | ARBITRON PPM | 76623819 | | 3583706 | Mar 3 2009 |
| 8. | The Nielsen Company (US), LLC | ARB-TV | 85473036 | | 4182421 | Jul 31 2012 |
| 9. | The Nielsen Company (US), LLC | ARB-TV | 85473053 | | 4193598 | Aug 21 2012 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-------------------------------|------------------|-------------------|--------------------|-----------------|------------------|
| 10. | The Nielsen Company (US), LLC | ARB-TV | 85473065 | | 4193599 | Aug 21 2012 |
| 11. | The Nielsen Company (US), LLC | ARB-TV | 85473081 | | 4193600 | Aug 21 2012 |
| 12. | The Nielsen Company (US), LLC | GET-A-GRIP | 85152481 | | 4161831 | Jun 19 2012 |
| 13. | The Nielsen Company (US), LLC | GET-A-GRIP | 85152501 | | 4161832 | Jun 19 2012 |
| 14. | The Nielsen Company (US), LLC | IBOARD | 85754133 | | 4393969 | Aug 27 2013 |
| 15. | The Nielsen Company (US), LLC | LOCALMOTION | 74540702 | | 1984594 | Jul 2 1996 |
| 16. | The Nielsen Company (US), LLC | MAXIMISER | 73771839 | | 1560614 | Oct 17 1989 |
| 17. | The Nielsen Company (US), LLC | PD ADVANTAGE | 75587713 | | 2384772 | Sep 12 2000 |
| 18. | The Nielsen Company (US), LLC | PPM | 85317772 | | 4124546 | Apr 10 2012 |
| 19. | The Nielsen Company (US), LLC | PPM | 85317793 | | 4074012 | Dec 20 2011 |
| 20. | The Nielsen Company (US), LLC | PPM | 85317811 | | 4134324 | May 1 2012 |
| 21. | The Nielsen Company (US), LLC | PPM 360 | 85114737 | | 4289460 | Feb 12 2013 |
| 22. | The Nielsen Company (US), LLC | PPM 360 | 85962975 | | 4550431 | Jun 17 2014 |
| 23. | The Nielsen Company (US), LLC | PPM360 | 85099300 | | 4296002 | Feb 26 2013 |
| 24. | The Nielsen Company (US), LLC | PRINTPLUS | 86024816 | | 4470967 | Jan 21 2014 |
| 25. | Nielsen Audio, Inc. | PRO M & Design | 75003598 | | 2062674 | May 20 1997 |
| 26. | The Nielsen Company (US), LLC | QUALIZIP | 74038692 | | 1716997 | Sep 15 1992 |
| 27. | The Nielsen Company (US), LLC | RADAR | 73139266 | | 1111456 | Jan 16 1979 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-------------------------------|-----------------------------------|-------------------|--------------------|-----------------|------------------|
| 28. | The Nielsen Company (US), LLC | RETAIL DIRECT | 74736220 | | 2062659 | May 20 1997 |
| 29. | The Nielsen Company (US), LLC | INTELLIGENT PRIORS | 77691951 | | 4292575 | Feb 19 2013 |
| 30. | The Nielsen Company (US), LLC | DRIVER INSIGHTS | 78652600 | | 3234946 | Apr 24 2007 |
| 31. | The Nielsen Company (US), LLC | CGWEB | 78652388 | | 3188866 | Dec 26 2006 |
| 32. | The Nielsen Company (US), LLC | TCE | 77953528 | | 3871724 | Nov 2 2010 |
| 33. | NeuroFocus, Inc. | NEUROFOCUS & design | 77890496 | | 3821575 | Jul 20 2010 |
| 34. | NeuroFocus, Inc. | NEURO FOCUS & design | 77720069 | | 3744042 | Feb 2 2010 |
| 35. | The Nielsen Company (US), LLC | NBASE | 77649626 | | 3773024 | Apr 6 2010 |
| 36. | The Nielsen Company (US), LLC | NEUROBASE | 77649622 | | 3773023 | Apr 6 2010 |
| 37. | NeuroFocus, Inc. | NEUROLAB | 77646804 | | 3773721 | Apr 6 2010 |
| 38. | The Nielsen Company (US), LLC | NEUROTAGS | 77307650 | | 3709302 | Nov 10 2009 |
| 39. | NeuroFocus, Inc. | WAVESPOT | 77136046 | | 3715713 | Nov 24 2009 |
| 40. | NeuroFocus, Inc. | NEURO FOCUS & design | 77101683 | | 3655177 | Jul 14 2009 |
| 41. | The Nielsen Company (US), LLC | AD*VIEWS | 86229791 | | 5332315 | Nov 14 2017 |
| 42. | The Nielsen Company (US), LLC | NIELSEN SOCIALGUIDE INTELLIGENCE | 86239031 | | 4719166 | Apr 14 2015 |
| 43. | The Nielsen Company (US), LLC | NIELSEN BASES FACTORS FOR SUCCESS | 86197354 | | 4609365 | Sep 23 2014 |
| 44. | The Nielsen Company (US), LLC | CONCEPT CONSTRUCTOR | 86197352 | | | |
| 45. | The Nielsen Company (US), LLC | SPONSORSHIP SCORECARD | 85763617 | | 4589359 | Aug 19 2014 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|--|---|-------------------|--------------------|-----------------|------------------|
| 46. | The Nielsen Company (US), LLC | AN UNCOMMON SENSE OF THE CONSUMER | 85742457 | | 4589317 | Aug 19 2014 |
| 47. | The Nielsen Company (US), LLC | NIELSEN RADIOVIEWS | 77732631 | | 3832801 | Aug 10 2010 |
| 48. | The Nielsen Company (US), LLC | NIELSEN RADIO ADVISOR | 77732625 | | 3832800 | Aug 10 2010 |
| 49. | The Nielsen Company (US), LLC | NIELSEN FOCUS | 77703065 | | 4109175 | Mar 6 2012 |
| 50. | The Nielsen Company (US), LLC | HEALTHSCAPE | 77500545 | | 3743026 | Jan 26 2010 |
| 51. | The Nielsen Company (US), LLC | PUBNET | 76506666 | | 2975150 | Jul 26 2005 |
| 52. | The Nielsen Company (US), LLC | PUBEASY | 76043450 | | 2610398 | Aug 20 2002 |
| 53. | The Nielsen Company (US), LLC | PUBNET | 73631996 | | 1450012 | Jul 28 1987 |
| 54. | The Nielsen Company (US), LLC | NIELSEN OPINION QUEST | 86470460 | | 4907164 | Mar 1 2016 |
| 55. | The Nielsen Company (US), LLC | NIELSEN N-SCORE | 85779542 | | 4538931 | May 27 2014 |
| 56. | The Nielsen Company (US), LLC | NIELSEN CROSS-PLATFORM CAMPAIGN RATINGS | 85796575 | | 4538931 | May 27 2014 |
| 57. | The Nielsen Company (US), LLC | NIELSEN ONLINE CAMPAIGN RATINGS | 85317052 | | 4533906 | May 20 2014 |
| 58. | The Nielsen Company (US), LLC | PRIME LINGO | 85004388 | | 4003462 | Jul 26 2011 |
| 59. | The Nielsen Company (US), LLC and The Conference Board, Inc. | THE DEMAND INSTITUTE | 85645033 | | 4390551 | Aug 27 2013 |
| 60. | The Nielsen Company (US), LLC and The Conference Board, Inc. | DI DEMAND INSTITUTE | 85645018 | | 4468613 | Jan 21 2014 |
| 61. | The Nielsen Company (US), LLC and The Conference Board, Inc. | DI | 85644646 | | 4282365 | Jan 29 2013 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|--|----------------------|-------------------|--------------------|-----------------|------------------|
| 62. | The Nielsen Company (US), LLC and The Conference Board, Inc. | THE DEMAND INSTITUTE | 85404372 | | 4374390 | Jul 30, 2013 |
| 63. | The Nielsen Company (US), LLC | VIZU | 78737326 | | 3529139 | Nov 4 2008 |
| 64. | The Nielsen Company (US), LLC | VIZU | 78737321 | | 3935746 | Mar 22 2011 |
| 65. | The Nielsen Company (US), LLC | PRIME LINGO & design | 77955506 | | 4003366 | Jul 26 2011 |
| 66. | The Nielsen Company (US), LLC | FRESH FACTS | 75346109 | | 2198049 | Oct 20 1998 |
| 67. | The Nielsen Company (US), LLC | DIGITAL AD RATHINGS | 86665230 | | | |
| 68. | The Nielsen Company (US), LLC | INNERSCOPE | 77419703 | | 3683917 | Sep 15 2009 |
| 69. | The Nielsen Company (US), LLC | ENGAGEMENT MAP | 77377663 | | 3864859 | Oct 29 2010 |
| 70. | The Nielsen Company (US), LLC | INTERSCOPE RESEARCH | 77421200 | | 3556443 | Jan 6 2009 |
| 71. | The Nielsen Company (US), LLC | IMPACT MAPS | 86319972 | | 4715169 | Apr 7 2015 |
| 72. | The Nielsen Company (US), LLC | TOTAL AUDIENCE | 86633358 | | | |
| 73. | The Nielsen Company (US), LLC | INNERSCOPE RESEARCH | 85445259 | | 4160576 | Jun 19 2012 |
| 74. | The Nielsen Company (US), LLC | AQ | 85216704 | | 4104223 | Feb 28 2012 |

Supplement No. 1, dated as of October 10, 2006, recorded on January 12, 2007 at Reel/Frame 003460/0181

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|----|-----------------------|--|-------------------|--------------------|-----------------|------------------|
| 1. | RADIO & RECORDS, INC. | A WEEKLY SURVIVAL GUIDE FOR THE MUSIC RETAILER | 75378477 | 10/24/1997 | | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-----------------------|-----------------------------|-------------------|--------------------|-----------------|------------------|
| 2. | RADIO & RECORDS, INC. | ACTIVE ROCK | 75002699 | 10/06/1995 | | |
| 3. | RADIO & RECORDS, INC. | ADVANCED NOTICE | 75763237 | 07/29/1999 | | |
| 4. | RADIO & RECORDS, INC. | ADULT STANDARDS | 75838,907 | 11/03/1999 | | |
| 5. | RADIO & RECORDS, INC. | AOR | 73/551,737 | 08/05/1985 | | |
| 6. | RADIO & RECORDS, INC. | AOR TRACKS | 73/551,839 | 08/05/1985 | | |
| 7. | RADIO & RECORDS, INC. | BIZ FAX | 73/750,605 | 09/07/1988 | | |
| 8. | RADIO & RECORDS, INC. | BREAKERS | 73/159,273 | 02/21/1978 | | |
| 9. | RADIO & RECORDS, INC. | CALLOUT AMERICA | 74/631,048 | 02/07/1995 | | |
| 10. | RADIO & RECORDS, INC. | CHART FAX | 73/750,608 | 09/07/1988 | | |
| 11. | RADIO & RECORDS, INC. | COUNTRY INDICATOR | 75/763,238 | 07/29/1999 | | |
| 12. | RADIO & RECORDS, INC. | E-CHARTS | 75/908,528 | 02/02/2000 | | |
| 13. | RADIO & RECORDS, INC. | ELECTRONIC PROMOTION KIT | 76/414,886 | 05/30/2002 | | |
| 14. | RADIO & RECORDS, INC. | FAX TALK | 73/757,604 | 09/07/1988 | | |
| 15. | RADIO & RECORDS, INC. | GOING FOR ADDS | 78/260,238 | 06/10/2003 | | |
| 16. | RADIO & RECORDS, INC. | HOT FAX | 73/750,607 | 09/07/1988 | | |
| 17. | RADIO & RECORDS, INC. | HP – HIT POTENTIAL & Design | 76/306,035 | 08/28/2001 | | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-----------------------|---------------------------|-------------------|--------------------|-----------------|------------------|
| 18. | RADIO & RECORDS, INC. | LEGNEDS | 76/354,977 | 01/02/2002 | | |
| 19. | RADIO & RECORDS, INC. | MARK MY WORDS | 75/382,681 | 10/31/1997 | | |
| 20. | RADIO & RECORDS, INC. | MMS | 75/630,623 | 01/29/1999 | | |
| 21. | RADIO & RECORDS, INC. | MOST ADDED | 73/148,541 | 11/14/1977 | | |
| 22. | RADIO & RECORDS, INC. | MUSIC FAX | 73/750,602 | 09/07/1988 | | |
| 23. | RADIO & RECORDS, INC. | MUSIC MEETING | 75/799,077 | 09/14/1999 | | |
| 24. | RADIO & RECORDS, INC. | MUSIC MEETING | 75/981,082 | 04/05/2000 | | |
| 25. | RADIO & RECORDS, INC. | NAC/SMOOTH JAZZ | 75/287,966 | 05/07/1997 | | |
| 26. | RADIO & RECORDS, INC. | NATIONAL AIRPLAY OVERVIEW | 75/827,408 | 10/20/1999 | | |
| 27. | RADIO & RECORDS, INC. | ON THE RADIO | 73/159,275 | | | |
| 28. | RADIO & RECORDS, INC. | ON THE RADIO | 75/763,240 | 02/04/2000 | | |
| 29. | RADIO & RECORDS, INC. | R&R | 73/449,295 | 10/24/1983 | | |
| 30. | RADIO & RECORDS, INC. | R&R (Stylized) | 75/489,056 | 05/21/1998 | | |
| 31. | RADIO & RECORDS, INC. | R&R RETAIL | 75/363,699 | 09/26/1997 | | |
| 32. | RADIO & RECORDS, INC. | R&R TODAY | 75/290,151 | 05/12/1997 | | |
| 33. | RADIO & RECORDS, INC. | RADIO & RECORDS | 73/159,272 | 02/21/1978 | | |
| 34. | RADIO & RECORDS, INC. | SOUND DECISIONS | 75/013,548 | 10/25/1995 | | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-----------------------|-------------------------------------|-------------------|--------------------|-----------------|------------------|
| 35. | RADIO & RECORDS, INC. | STREET TALK | 73,148,539 | 11/14/1977 | | |
| 36. | RADIO & RECORDS, INC. | THE BACK PAGE | 73/148,534 | 11/14/1977 | | |
| 37. | RADIO & RECORDS, INC. | TRACK AMERICA | 75/268,066 | 04/14/2998 | | |
| 38. | RADIO & RECORDS, INC. | TRIPLE A | 76/241,792 | 04/17/2002 | | |
| 39. | RADIO & RECORDS, INC. | RADIO & MUSICA | 76/084,903 | 07/07/2000 | | |
| 40. | RADIO & RECORDS, INC. | RADIO & MUSICA | 76/084,906 | 07/07/2000 | | |
| 41. | RADIO & RECORDS, INC. | RADIO & MUSICA | 76/984,907 | 07/07/2000 | | |
| 42. | RADIO & RECORDS, INC. | RADIO & MUSICA And Design | 76/084,904 | 07/07/2000 | | |
| 43. | RADIO & RECORDS, INC. | RADIO & MUSICA And Design | 76/084,095 | 07/07/2002 | | |
| 44. | RADIO & RECORDS, INC. | RADIO & MUSICA And Design | 76/084,902 | 07/07/2000 | | |
| 45. | RADIO & RECORDS, INC. | CHARTBY TES | 75/611,818 | 12/24/1998 | | |
| 46. | RADIO & RECORDS, INC. | ELECTRON IC PROMOTIO N KIT | 76/414,886 | 05/30.2002 | | |
| 47. | RADIO & RECORDS, INC. | EPK | 76/414,885 | 05/30/2002 | | |
| 48. | RADIO & RECORDS, INC. | GFA PLAYER | 78/310,478 | 10/07/2003 | | |
| 49. | RADIO & RECORDS, INC. | GOING FOR ADDS | 78/359,082 | 01/28/2004 | | |
| 50. | RADIO & RECORDS, INC. | GOINGS FOR ADDS PLAYER | 78/210,472 | 10/07/2003 | | |
| 51. | RADIO & RECORDS, INC. | GOING FOR ADDS RADIO | 78/369,460 | 02/17/2004 | | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-----------------------|---------------------------|-------------------|--------------------|-----------------|------------------|
| 52. | RADIO & RECORDS, INC. | HIT HUNTERS | 75/655,076 | 03/05/1999 | | |
| 53. | RADIO & RECORDS, INC. | HIT HUNTERS | 75/655,077 | 03/05/1999 | | |
| 54. | RADIO & RECORDS, INC. | MUSIC MEETING | 76/018,726 | 04/05/2000 | | |
| 55. | RADIO & RECORDS, INC. | MUSIC MEETING | 78/653,447 | 06/17/2005 | | |
| 56. | RADIO & RECORDS, INC. | R&R (Stylized) | 76/347,289 | 12/10/2001 | | |
| 57. | RADIO & RECORDS, INC. | SMOOTH JAZZ | 78/316,079 | 10/20/2003 | | |
| 58. | RADIO & RECORDS, INC. | RADIO & MUSICA | 76/244,437 | 04/19/2001 | | |
| 59. | RADIO & RECORDS, INC. | RADIO & MUSICA And Design | 76/244,436 | 04/19/2001 | | |

Supplement No. 2, dated as of August 9, 2007, recorded on September 13, 2007 at Reel/Frame 003620/0497

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|----|--------------|------------------|-------------------|--------------------|-----------------|------------------|
| 1. | | @PLAN | 75/151,532 | 08/16/2996 | 2,196,315 | 10/13/2998 |
| 2. | | AD Alert | 75/928,673 | 02/28/2000 | 2,462,859 | 06/19/2001 |
| 3. | | ADRELEVANCE | 75/643,158 | 02/16/1999 | 2,488,315 | 09/11/2001 |
| 4. | | BANNERTRACK | 75/544,279 | 08/27/1998 | 2,649,742 | 11/12/2002 |
| 5. | | MAGAPANEL | 76/392,688 | 04/08,2002 | 2,847,198 | 06/01/2004 |
| 6. | | NETRATING S | 75/385,045 | 11/05/1997 | 2,446,679 | 04/24/2001 |
| 7. | | NETVIEW | 76/466,462 | 11/13/2002 | 2,803,463 | 01/06/2004 |
| 8. | | WEBINTERCEPT | | | | |

**Notice of New Collateral, dated as of October 18, 2007, recorded on November 21, 2007 at
Reel/Frame 003666/0018**

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|----------------------------------|--|-------------------|--------------------|-----------------|------------------|
| 1. | AC Nielsen (US), Inc. | ACNIELSEN | 75/121,145 | 06/10/1996 | 2,461,926 | 06/19/2001 |
| 2. | AC Nielsen (US), Inc. | ACNIELSEN | 75/121,139 | 06/10/1996 | 2,451,139 | 05/15/2001 |
| 3. | AC Nielsen (US), Inc. | ACNIELSEN and Globe Design | 75/121,144 | 06/10/1996 | 2,451,140 | 05/15/2001 |
| 4. | AC Nielsen (US), Inc. | ACNIELSEN and Globe Design | 75/121,137 | 06/10/1996 | 2,459,901 | 06/12/2001 |
| 5. | AC Nielsen (US), Inc. | ACNIELSEN and Globe Design | 75/121,138 | 06/10/1996 | 2,582,478 | 06/18/2002 |
| 6. | AC Nielsen (US), Inc. | SCAN PRO | 73/624,900 | 10/10/1986 | 1,443,521 | 06/16/1987 |
| 7. | Nielsen EDI, Inc. | EDI | 75/028,392 | 12/06/1995 | 2,073,327 | 06/24/1997 |
| 8. | Nielsen Media Research, Inc. | AUDIOAUDIT | 74/536,706 | 06/13/1994 | 2,070,192 | 06/10/1997 |
| 9. | Radio & Records, Inc. | NATIONAL AIRPLAY OVERVIEW | 75/827,408 | 10/20/1999 | 2,415,573 | 12/26/2000 |
| 10. | AC Nielsen (US), Inc. | ACNIELSEN and Globe Design | 75/121,147 | 06/10/1996 | 2,451,141 | 05/15/2001 |
| 11. | Interactive Market Systems, Inc. | CAMPAIGNFX | 78/892,032 | 05/24/2006 | | |
| 12. | Interactive Market Systems, Inc. | VMS | 75/935,955 | 02/29/2000 | 2,521,135 | 12/18/2001 |
| 13. | Nielsen EDI, Inc. | ACNIELSEN REELRESEARCH | 75/859,003 | 11/29/1999 | 2,438,282 | 03/27/2001 |
| 14. | Nielsen Media Research, Inc. | NIELSEN TV | 75/193,874 | 11/06/1996 | 2,449,382 | 05/08/2001 |
| 15. | Radio & Records, Inc. | A WEEKLY SURVIVAL GUIDE FOR THE MUSIC RETAILER | 75/378,477 | 10/24/1997 | 2,218,633 | 01/19/1999 |
| 16. | Radio & Records, Inc. | SOUNDDECISIONS | 75/013,548 | 10/25/1995 | 2,026,185 | 12/24/1996 |
| 17. | Radio & Records, Inc. | TRACK AMERICA | 75/468,066 | 04/14/1998 | 2,307,072 | 01/11/2000 |
| 18. | Interactive Market Systems, Inc. | IMS CAMPAIGNRF | 77/177,084 | 05/10/2007 | 3,447,951 | 06/17/2008 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-----------------------|---------------------|------------|-------------|-----------|------------|
| 19. | Radio & Records, Inc. | ACTIVE ROCK | 75/002,699 | 10/06/1995 | 2,026,179 | 12/24/1996 |
| 20. | AC Nielsen (US), Inc. | ACNIELSEN | 75/121,146 | 06/10/1996 | 2,442,910 | 04/10/2001 |
| 21. | AC Nielsen (US), Inc. | CI CONSUMER INSIGHT | 77/188,082 | 05/23/2007 | 3,589,635 | 03/17/2009 |

Supplement No. 4, dated as of April 9, 2008, recorded on April 11, 2008 at Reel/Frame 0003758/0779

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|----|-------------------------------|----------------|------------|-------------|----------|-----------|
| 1. | The Nielsen Company (US), LLC | Audience Watch | | | 3039734 | |

Intellectual Property Security Agreement Supplement No. 6, dated as of July 11, 2008, recorded on July 15, 2008 at Reel/Frame 003815/0769

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|-----------------------|------------------------------|------------|-------------|-----------|------------|
| 1. | A. C. Nielsen Company | INF*ACT | 73/636,427 | 12/22/1986 | 1,492,934 | 6/21/1988 |
| 2. | A. C. Nielsen Company | INF*ACT | 72/354,994 | 3/24/1970 | 914,536 | 6/08/1971 |
| 3. | A. C. Nielsen Company | SHELF BUILDER | 75/342,947 | 8/18/1997 | 2,248,805 | 6/01/1999 |
| 4. | A. C. Nielsen Company | SPACEMAN | 379,792 | 8/13/1982 | 1,380,148 | 1/28/1986 |
| 5. | A. C. Nielsen Company | SPACEMAN/LIVE | 728,095 | 5/13/1988 | 1,526,610 | 2/28/1989 |
| 6. | AC Nielsen (US), Inc. | ACNIELSEN | 75/121,148 | 6/10/1996 | 2,547,482 | 3/12/2002 |
| 7. | AC Nielsen (US), Inc. | ACNIELSEN ANSWERS | 76/054,377 | 5/23/2000 | 2,791,781 | 12/09/2003 |
| 8. | AC Nielsen (US), Inc. | ACNIELSEN BUSINESS FOCUS | 78/613,008 | 4/20/2005 | 3,195,111 | 1/2/2007 |
| 9. | AC Nielsen (US), Inc. | ACNIELSEN STRATEGIC PLANNER | 76/191,142 | 1/08/2001 | 2,845,367 | 5/25/2004 |
| 10. | AC Nielsen (US), Inc. | ANSWERS INTERACTIVE | 78/477,074 | 9/1/2004 | 3,177,985 | 11/28/2006 |
| 11. | AC Nielsen (US), Inc. | CPB | 78/196,769 | 12/20/2002 | 2,911,688 | 12/14/2004 |
| 12. | AC Nielsen (US), Inc. | CONVENIENCE TRACK | 75/470,721 | 4/20/1998 | 2,628,520 | 10/01/2002 |
| 13. | AC Nielsen (US), Inc. | DECISIONSMART (Filed as ITU) | 78/498,333 | 10/12/2004 | N/A | |
| 14. | AC Nielsen (US), Inc. | EQ | 78/168,625 | 9/24/2002 | 2,995,719 | 9/22/2005 |

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| 15. | AC Nielsen (US), Inc. | GLOBAL TRACK IN-SIGHTS (Filed as ITU) | 78/868,248 | 4/24/2006 | N/A | |
| 16. | AC Nielsen (US), Inc. | HOMESCAN | 75/526,334 | 7/27/1998 | 2,334,638 | 3/28/2000 |
| 17. | AC Nielsen (US), Inc. | ITEMFINDER | 78/645,133 | 6/07/2005 | 3,140,697 | 9/05/2006 |
| 18. | AC Nielsen (US), Inc. | KNOWLEDGEWORKS | 76/038,534 | 4/27/2000 | 2,610,385 | 8/20/2002 |
| 19. | AC Nielsen (US), Inc. | LABELTRENDS | 78/453,216 | 7/20/2004 | 3,218,608 | 3/13/2007 |
| 20. | AC Nielsen (US), Inc. | LIM | 78/894,747 | 5/26/2006 | 3,278,013 | 8/7/2007 |
| 21. | AC Nielsen (US), Inc. | LIQUORTRACK | 78/129,609 | 5/17/2002 | 2,796,141 | 12/16/2003 |
| 22. | AC Nielsen (US), Inc. | LOCAL MARKET PLANNER | 78/583,524 | 3/09/2005 | 3,184,702 | 12/12/2006 |
| 23. | AC Nielsen (US), Inc. | MARKETLENS | 74/479,631 | 1/18/1994 | 1,881,960 | 3/07/1995 |
| 24. | AC Nielsen (US), Inc. | MYCBP | 78/196,771 | 12/20/2002 | 2,911,689 | 12/14/2004 |
| 25. | AC Nielsen (US), Inc. | MYSCAN (Filed as ITU) | 78/750,411 | 11/09/2005 | N/A | |
| 26. | AC Nielsen (US), Inc. | NETDISPATCH | 75/808,529 | 9/24/1999 | 2,594,970 | 7/16/2002 |
| 27. | AC Nielsen (US), Inc. | NMMI | 72/290,405 | 2/06/1968 | 866,625 | 3/11/1969 |
| 28. | AC Nielsen (US), Inc. | NMMS | 72/290,404 | 2/06/1968 | 866,624 | 3/11/1969 |
| 29. | AC Nielsen (US), Inc. | POWERED BY HOMESCAN | 76/163,269 | 11/10/2000 | 2,791,907 | 12/09/2003 |
| 30. | AC Nielsen (US), Inc. | PRICEITRIGHT (Filed as ITU) | 78/942,497 | 8/01/2006 | 3,671,086 | 08/18/2009 |
| 31. | AC Nielsen (US), Inc. | PRICEMAN | 75/390,675 | 11/17/1997 | 2,222,602 | 02/09/1999 |
| 32. | AC Nielsen (US), Inc. | RETAIL ACVIEW | 78/449,175 | 7/12/2004 | 3,066,792 | 3/07/2006 |
| 33. | AC Nielsen (US), Inc. | SCAN*FACT | 74/004,513 | 11/22/1989 | 1,611,122 | 8/28/1990 |
| 34. | AC Nielsen (US), Inc. | SCANTRACK | 239,033 | 9/13/1979 | 1,164,868 | 8/11/1981 |
| 35. | AC Nielsen (US), Inc. | SHOPPER MISSIONS (Filed as ITU) | 78/787,613 | 1/09/2006 | 3,769,361 | 03/30/2010 |
| 36. | AC Nielsen (US), Inc. | WINNING BRANDS | 75/460,440 | 3/31/1998 | 2,471,877 | 7/24/2001 |
| 37. | AC Nielsen (US), Inc. | BASES | 73/246,843 | 1/21/1980 | 1,206,443 | 8/24/1982 |
| 38. | AC Nielsen (US), Inc. | BASES ATTVISOR | 76/161,762 | 11/08/2000 | 2,539,874 | 2/19/2002 |
| 39. | AC Nielsen (US), Inc. | BASES BRAND ADVISOR | 76/002,958 | 3/17/2000 | 2,580,483 | 6/11/2002 |
| 40. | AC Nielsen (US), Inc. | BASES CHATTERBOX | 78/900,617 | 6/05/2006 | 3,220,180 | 3/20/2007 |

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| 41. | AC Nielsen (US), Inc. | BASES DECISIONPOINT | 78/644,208 | 6/06/2005 | 3,415,885 | 4/22/2008 |
| 42. | AC Nielsen (US), Inc. | BASES FINDTIME | 78/732,673 | 10/13/2005 | 3,415,821 | 1/23/2007 |
| 43. | AC Nielsen (US), Inc. | BASES INTROSCAPE | 78/660016 | 7/08/2005 | 3,386,369 | 2/19/2008 |
| 44. | AC Nielsen (US), Inc. | BASES PRICE ADVISOR | 76/033,606 | 4/25/2000 | 2,708,097 | 4/15/2003 |
| 45. | AC Nielsen (US), Inc. | BASES PRODUCT ADVISOR | 76/013,877 | 3/30/2000 | 2,846,930 | 5/25/2004 |
| 46. | AC Nielsen (US), Inc. | BASES SNAPSHOT | 78/900,633 | 06/05/2006 | 3,307,054 | 10/09/2007 |
| 47. | AC Nielsen (US), Inc. | PINECONE RESEARCH | 76/452,562 | 9/25/2002 | 2,916,601 | 1/04/2005 |
| 48. | AC Nielsen (US), Inc. | PRE-BASES | 74/262,819 | 4/06/1992 | 1,737,005 | 12/01/1992 |
| 49. | AC Nielsen (US), Inc. | RESTAGER | 74/395,848 | 5/28/1993 | 1,897,695 | 6/06/1995 |
| 50. | AC Nielsen (US), Inc. | SOVA | 74/289,277 | 6/29/1992 | 1,751,521 | 2/09/1993 |
| 51. | AC Nielsen (US), Inc. | STRATEGY ADVISOR | 75/555,838 | 9/21/1998 | 2,458,730 | 6/05/2001 |
| 52. | AC Nielsen (US), Inc. | WORLD DESIGN | 75/307,766 | 6/12/1997 | 2,201,158 | 11/03/1998 |
| 53. | AC Nielsen (US), Inc. | THERASCORE | 78/453468 | 7/20/2004 | 3,027,546 | 9/20/2005 |
| 54. | AC Nielsen (US), Inc. | SOAR (Filed as ITU) | 77/258172 | 8/17/2007 | N/A | |
| 55. | AC Nielsen (US), Inc. | BASES MBA | 77/098,323 | 2/02/2007 | 3,450342 | 6/17/2008 |
| 56. | AC Nielsen (US), Inc. | ADS@WORK (Filed as ITU) | 77/239,506 | 7/26/2007 | N/A | |
| 57. | AC Nielsen (US), Inc. | DCS (Filed as ITU) | 77/248932 | 8/07/2007 | 3,648,174 | 06/30/2009 |
| 58. | Novozymes A/S | LIQUOZYME | 77/768827 | 5/08/2008 | 3,742,412 | 01/26/2010 |
| 59. | AC Nielsen (US), Inc. | NIELSEN KIDSCOPE (Filed as ITU) | 77/468826 | 5/08/2008 | N/A | |
| 60. | AC Nielsen (US), Inc. | DESIGNS@WORK | 77/239,466 | 7/26/2007 | 3,372,794 | 1/22/2008 |
| 61. | AC Nielsen (US), Inc. | CI CONSUMER INSIGHT (Logo) | 77/188,082 | 5/23/07 | 3,589,635 | 03/17/2009 |
| 62. | AC Nielsen (US), Inc. | INTROSCAPE | 77/274209 | 9/07/2007 | 3,414,452 | 4/22/08 |
| 63. | AC Nielsen (US), Inc. | NIELSEN ANSWERS (Filed as ITU) | 77/093,364 | 1/29/2007 | 3,544,156 | 12/09/2008 |
| 64. | AC Nielsen (US), Inc. | DYNAMIC CATEGORY SIMULATION (Filed as ITU) | 77/248,947 | 8/07/2007 | N/A | |

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| 65. | AC Nielsen (US), Inc. | DELTAQUAL | 77/239,443 | 7/26/2007 | 3,372,793 | 1/22/2008 |
| 66. | AC Nielsen (US), Inc. | CONCEPTS@WORK | 77/239,418 | 7/26/2007 | 3,372,792 | 1/22/2008 |
| 67. | AC Nielsen (US), Inc. | PACKS@WORK | 77/238,703 | 7/25/2007 | 3,372,790 | 1/22/2008 |
| 68. | AC Nielsen (US), Inc. | BRAND3 (Filed as ITU) | 77/150,621 | 4/06/2007 | N/A | |
| 69. | AC Nielsen (US), Inc. | MY.SPACEMAN (Filed as ITU) | 77/470,394 | 5/9/2008 | N/A | |
| 70. | AC Nielsen (US), Inc. | N DESIGN AND NIELSEN | 78/127,453 | 5/09/2002 | 3,230,380 | 4/17/2007 |
| 71. | CZT/ACN Trademarks, L.L.C. | NIELSEN | 563,626 | 8/17/1948 | 540,915 | 4/10/1951 |
| 72. | CZT/ACN Trademarks, L.L.C. | NIELSEN (Spl N) | 73/737,542 | 6/30/1988 | 1,551,874 | 8/15/1989 |
| 73. | CZT/ACN Trademarks, L.L.C. | NIELSEN OUTDOOR | 78/334,921 | 12/02/2003 | 3,005,008 | 10/04/2005 |
| 74. | CZT/ACN Trademarks, L.L.C. | NIELSEN RINGSCAN | 78/584,295 | 3/10/2005 | 3,276,708 | 08/07/2007 |
| 75. | CZT/ACN Trademarks, L.L.C. | NIELSEN SPORTS | 78/456,473 | 7/26/2004 | 3,276,288 | 08/07/2007 |
| 76. | CZT/ACN Trademarks, L.L.C. | jOye! nielsen Logo (Filed as ITU) | 77/444,861 | 4/10/2008 | N/A | |
| 77. | CZT/ACN Trademarks, L.L.C. | iOye! nielsen Logo (Filed as ITU) | 77/444,868 | 4/10/2008 | N/A | |
| 78. | CZT/ACN Trademarks, L.L.C. | iOYE! NIELSEN (Filed as ITU) | 77/444,874 | 4/10/2008 | N/A | |
| 79. | CZT/ACN Trademarks, L.L.C. | HEY! NIELSEN (Filed as ITU) | 77/275,825 | 9/10/2007 | N/A | |
| 80. | CZT/ACN Trademarks, L.L.C. | Hey! Nielsen Logo (Filed as ITU) | 77/275,836 | 9/10/2007 | N/A | |
| 81. | CZT/ACN Trademarks, L.L.C. | IMS CLEAR DECISIONS (Filed as ITU) | 77/449,756 | 4/16/2008 | N/A | |
| 82. | CZT/ACN Trademarks, L.L.C. | n•Linx Logo and Design (Filed as ITU) | 77/252,081 | 8/10/2007 | N/A | |
| 83. | CZT/ACN Trademarks, L.L.C. | n•Linx Logo and Design (Filed as ITU) | 77/252,102 | 8/10/2007 | N/A | |

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| 84. | CZT/ACN Trademarks, L.L.C.. | NIELSEN (Filed as ITU) | 77/094,981 | 1/30/2007 | 3,994,152 | 07/12/2011 |
| 85. | CZT/ACN Trademarks, L.L.C.. | NIELSEN CLEAR DECISIONS (Filed as ITU) | 77/449,760 | 4/16/2008 | 4,112,077 | 03/13/2012 |
| 86. | CZT/ACN Trademarks, L.L.C. | NIELSEN IN-STORE (Filed as ITU) | 77/227,867 | 7/12/2007 | N/A | |
| 87. | CZT/ACN Trademarks, L.L.C. | Nielsen Logo (Filed as ITU) | 77/094,959 | 1/30/2007 | 3,998,364 | 07/19/2011 |
| 88. | CZT/ACN Trademarks, L.L.C. | Nielsen Logo (Filed as ITU) | 77/094,963 | 1/30/2007 | 3,994,151 | 07/12/2011 |
| 89. | CZT/ACN Trademarks, L.L.C. | NIELSEN MOBILE (Filed as ITU) | 77/336,641 | 11/26/2007 | N/A | |
| 90. | CZT/ACN Trademarks, L.L.C. | NIELSEN ONLINE (Filed as ITU) | 77/484,826 | 5/28/2008 | N/A | |
| 91. | CZT/ACN Trademarks, L.L.C. | NIELSEN PREVIEW (Filed as ITU) | 77/436,567 | 4/01/2008 | N/A | |
| 92. | CZT/ACN Trademarks, L.L.C. | NIELSEN COMBINE (Filed as ITU) | 77/227,929 | 7/12/2007 | N/A | |
| 93. | CZT/ACN Trademarks, L.L.C. | NIELSEN CONNECTION (Filed as ITU) | 77/227,990 | 7/12/2007 | N/A | |
| 94. | CZT/ACN Trademarks, L.L.C. | NIELSEN CONNECTIONS (Filed as ITU) | 77/227,983 | 7/12/2007 | N/A | |
| 95. | CZT/ACN Trademarks, L.L.C. | NIELSEN HEALTH (Filed as ITU) | 77/227,913 | 7/12/2007 | N/A | |
| 96. | CZT/ACN Trademarks, L.L.C. | NIELSEN LINX (Filed as ITU) | 77/251,483 | 8/09/2007 | N/A | |
| 97. | CZT/ACN Trademarks, L.L.C. | NIELSEN PEDIA | 77/158,327 | 4/17/2007 | 3,394,297 | 3/11/2008 |
| 98. | CZT/ACN Trademarks, L.L.C. | NIELSEN SYNC (Filed as ITU) | 77/252,083 | 8/10/2007 | N/A | |
| 99. | CZT/ACN Trademarks, L.L.C. | NIELSEN TREND (Filed as ITU) | 77/227,997 | 7/12/2007 | N/A | |

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| 100. | CZT/ACN Trademarks, L.L.C. | ADVENTORY | 76/072,851 | 6/07/2000 | 2,606,614 | 8/13/2002 |
| 101. | Interactive Market Systems, Inc. | BRANDFX | 75/412,299 | 12/30/1997 | 2,485,525 | 9/04/2001 |
| 102. | Interactive Market Systems, Inc. | BUDGETFX | 76/073,994 | 6/21/2000 | 2,679,554 | 1/28/2003 |
| 103. | Interactive Market Systems, Inc. | CINEMACUME (Filed as ITU) | 78/418,865 | 5/14/2004 | 3,143,051 | 9/12/2006 |
| 104. | Interactive Market Systems, Inc. | EM-DEM | 76/449,281 | 9/12/2002 | 2,734,600 | 7/08/2003 |
| 105. | Interactive Market Systems, Inc. | ENTERPRISE ROLLUP | 75/637,326 | 2/10/1999 | 2,378,862 | 8/22/2000 |
| 106. | Interactive Market Systems, Inc. | IMS CHAID EXPLORER | 78/759,239 | 11/22/2005 | 3,309,164 | 10/09/2007 |
| 107. | Interactive Market Systems, Inc. | IMSOUTDOOR | 78/425,165 | 5/26/2004 | 3,159,987 | 10/17/2008 |
| 108. | Interactive Market Systems, Inc. | IMSOUTDOOR NAVIGATOR | 78/425,542 | 5/26/2004 | 3,252,256 | 6/12/2007 |
| 109. | Interactive Market Systems, Inc. | LOCAL ROLLUP | 75/672,815 | 10/19/1999 | 2,440,001 | 4/03/2001 |
| 110. | Interactive Market Systems, Inc. | MULTIREACH | 74/644,059 | 3/09/1995 | 1,956,213 | 2/13/1996 |
| 111. | Interactive Market Systems, Inc. | OPTACCUME | 78/418,862 | 5/14/2004 | 3,024,710 | 12/06/2005 |
| 112. | Interactive Market Systems, Inc. | OPTIMAX | 76/023,019 | 4/11/2000 | 2,499,893 | 10/23/2001 |
| 113. | Interactive Market Systems, Inc. | PLANSTOCK | 75/412,288 | 12/30/1997 | 2,666,718 | 12/24/2002 |
| 114. | Interactive Market Systems, Inc. | ROLLUP | 74/644,056 | 3/09/1995 | 1,956,212 | 2/13/1996 |
| 115. | Interactive Market Systems, Inc. | SUPERSELLER | 73/695,589 | 11/16/1989 | 1,522,858 | 1/31/1989 |
| 116. | Interactive Market Systems, Inc. | WEB RF | 75/898,371 | 1/05/2000 | 2,663,806 | 12/17/2002 |
| 117. | Interactive Market Systems, Inc. | WEBCUME (Filed as ITU) | 78/408,678 | 4/28/2004 | 3,139,932 | 9/05/2006 |
| 118. | Interactive Market Systems, Inc. | IMS CAMPAIGNRF | 77/177,814 | 5/10/2008 | 3,447,951 | 6/17/2008 |

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| 119. | Interactive Market Systems, Inc. | "ANSWERS IN REAL TIME" | 74/684,784 | 6/05/1995 | 1,965,802 | 4/02/1996 |
| 120. | Nielsen EDI, Inc. | BOFFO | 75/853,584 | 11/19/1999 | 2,669,600 | 12/31/2002 |
| 121. | Nielsen EDI, Inc. | BOFFO and Design | 75/855,970 | 11/22/1999 | 2,669,604 | 12/31/2002 |
| 122. | Nielsen EDI, Inc. | BOFFO BOX OFFICE FLASH FIGURES ONLINE (and Design) | 75/855,971 | 11/22/1999 | 2,678,558 | 1/21/2003 |
| 123. | Nielsen EDI, Inc. | FILM LOCATION AND SALES HEARTBEAT | 78/537,197 | 12/22/2004 | 3,050,131 | 1/24/2006 |
| 124. | Nielsen EDI, Inc. | FILMSOURCE | 75/043,110 | 12/15/1995 | 2,085,412 | 8/05/1997 |
| 125. | Nielsen EDI, Inc. | FILMSOURCE | 74/684,782 | 6/05/1995 | 1,964,310 | 3/26/1996 |
| 126. | Nielsen EDI, Inc. | FLASH | 78/537,265 | 12/22/2004 | 3,116,249 | 7/18/2006 |
| 127. | Nielsen EDI, Inc. | N NIELSEN EDI FLASH and Design | 78/537,267 | 12/22/2004 | 3,073,098 | 3/28/2006 |
| 128. | Nielsen EDI, Inc. | THE RELEASE SCHEDULE | 75/028,394 | 12/06/1995 | 2,100,788 | 9/30/1997 |
| 129. | Nielsen EDI, Inc. | THE WORLDWIDE BOX OFFICE AUTHORITY | 75/751,006 | 7/08/1999 | 2,426,350 | 2/06/2001 |
| 130. | Nielsen EDI, Inc. | THE WORLDWIDE BOX OFFICE AUTHORITY | 75/751,007 | 7/08/1999 | 2,553,319 | 3/26/2002 |
| 131. | Nielsen EDI, Inc. | THEATRE ATLAS | 76/226,796 | 3/18/2003 | 2,806,763 | 1/20/2004 |
| 132. | Nielsen Entertainment, LLC | BOOK SCAN and Design | 76/164,764 | 11/11/2000 | 2,737,694 | 7/15/2003 |
| 133. | Nielsen Entertainment, LLC | SOUNDSCAN and Design | 74/392,365 | 5/19/1993 | 1,857,872 | |
| 134. | Nielsen Entertainment, LLC | TAP | 75/379,470 | 10/27/1997 | 2,386,774 | 9/19/2000 |
| 135. | Nielsen Entertainment, LLC | TRANSACTIONS ARE POWER | 75/379,603 | 10/27/1997 | 2,327,647 | 3/14/2000 |
| 136. | Nielsen Entertainment, LLC | A2/M2 (Filed as ITU) | 78/913,006 | 6/21/2006 | N/A | |
| 137. | Nielsen Media Research, Inc. | AD*BROWSER | 76/220,598 | 3/06/2001 | 2,572,374 | 5/21/2002 |
| 138. | Nielsen Media Research, Inc. | AD*BROWSER | 76/220,597 | 3/06/2001 | 2,570,471 | 5/14/2002 |

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| 139. | Nielsen Media Research, Inc. | AD*VIEWS | 74/308,651 | 8/28/1992 | 1,810,540 | 12/14/1993 |
| 140. | Nielsen Media Research, Inc. | ANYTIME ANYWHERE MEDIA, MEASUREMENT (Filed as ITU) | 78/913,055 | 6/21/2006 | N/A | |
| 141. | Nielsen Media Research, Inc. | AUDIOAUDIT ADVANTAGE | 76/271,124 | 6/14/2001 | 2,800,854 | 12/30/2003 |
| 142. | Nielsen Media Research, Inc. | CAP | 73/659,061 | 5/05/1987 | 1,479,921 | 3/08/1988 |
| 143. | Nielsen Media Research, Inc. | CREATIVE*VIEWS | 78/870,020 | 4/26/2006 | 3,304,535 | 10/02/2007 |
| 144. | Nielsen Media Research, Inc. | DAILIES PLUS | 73/708,478 | 2/01/1988 | 1,516,620 | 12/13/1988 |
| 145. | Nielsen Media Research, Inc. | DMA | 73/237,008 | 10/29/1979 | 1,157,555 | 6/09/1981 |
| 146. | Nielsen Media Research, Inc. | EQ (Stylized) | 76/211,944 | 2/16/2001 | 2,626,382 | 9/24/2002 |
| 147. | Nielsen Media Research, Inc. | FEEDPOINT WEB | 76/351,572 | 12/21/2001 | 2,662,746 | 12/17/2002 |
| 148. | Nielsen Media Research, Inc. | FOCUS | 75/936,545 | 3/06/2000 | 2,625,858 | 9/24/2002 |
| 149. | Nielsen Media Research, Inc. | GALAXY | 74/372,342 | 3/29/1993 | 2,030,446 | 1/14/1997 |
| 150. | Nielsen Media Research, Inc. | GRABIX | 78/830,329 | 3/06/2006 | 3,236,590 | 5/01/2007 |
| 151. | Nielsen Media Research, Inc. | <u>GRABIX.COM</u> (Filed as ITU) | 78/830,335 | 3/06/2006 | 3,826,507 | 07/27/2010 |
| 152. | Nielsen Media Research, Inc. | HISPANIC CABLE LINKS | 76/380,717 | 3/08/2002 | 2,787,271 | 11/25/2003 |
| 153. | Nielsen Media Research, Inc. | KEEPINGTRAC | 78/873,657 | 5/01/2006 | 3,374,207 | 1/22/2008 |
| 154. | Nielsen Media Research, Inc. | LOCAL RATINGS SUITE | 75/905,701 | 1/28/2000 | 2,574,665 | 5/28/2002 |
| 155. | Nielsen Media Research, Inc. | MARKETBREAKS | 76/477,687 | 12/23/2002 | 2,870,271 | 8/03/2004 |
| 156. | Nielsen Media Research, Inc. | MEDIAEFFECTS (Filed as ITU) | 78/875,164 | 5/03/2006 | 3,671,060 | 08/18/2009 |
| 157. | Nielsen Media Research, Inc. | MEGABASE | 73/576,519 | 1/06/1986 | 1,403,405 | 7/29/1986 |
| 158. | Nielsen Media Research, Inc. | MONITOR-PLUS | 73/602,537 | 6/05/1988 | 1,424,225 | 1/06/1987 |
| 159. | Nielsen Media Research, Inc. | MOVIE*SENTRY | 78/316,894 | 10/22/2003 | 2,966,465 | 7/12/2005 |
| 160. | Nielsen Media Research, Inc. | MULTI*FACTS | 74/458,264 | 11/15/1993 | 1,937,762 | 11/28/1995 |
| 161. | Nielsen Media Research, Inc. | NACAT | 78/613,869 | 4/21/2005 | 3,079,639 | 4/11/2006 |
| 162. | Nielsen Media Research, Inc. | NAVE | 78/595,097 | 3/25/2005 | 3,435,942 | 5/27/2008 |
| 163. | Nielsen Media Research, Inc. | NAVE II | 78/595,093 | 3/25/2005 | 3,445,143 | 6/10/2008 |
| 164. | Nielsen Media Research, Inc. | NAVE IIC | 78/785,001 | 1/04/2006 | 3,598,521 | 03/31/2009 |

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| 165. | Nielsen Media Research, Inc. | NET*FACTS | 73/671,551 | 7/13/1987 | 1,477,979 | 2/23/1988 |
| 166. | Nielsen Media Research, Inc. | NHHI | 76/137,770 | 9/29/2000 | 2,593,880 | 7/16/2002 |
| 167. | Nielsen Media Research, Inc. | NHSI | 75/859,680 | 11/30/1999 | 2,661,157 | 12/17/2002 |
| 168. | Nielsen Media Research, Inc. | NHSI | 75/860,646 | 11/30/1999 | 2,533,399 | 1/29/2002 |
| 169. | Nielsen Media Research, Inc. | NHSI | 75/859,682 | 11/30/1999 | 2,402,063 | 11/07/2000 |
| 170. | Nielsen Media Research, Inc. | NHSI | 75/859,683 | 11/30/1999 | 2,554,723 | 4/02/2002 |
| 171. | Nielsen Media Research, Inc. | NHTI | 75/860,776 | 11/30/1999 | 2,508,750 | 11/20/2001 |
| 172. | Nielsen Media Research, Inc. | NHTI | 75/860,996 | 11/30/1999 | 2,499,639 | 10/23/2001 |
| 173. | Nielsen Media Research, Inc. | NHTI | 75/860,798 | 11/30/1999 | 2,402,068 | 11/07/2000 |
| 174. | Nielsen Media Research, Inc. | NHTI | 75/860,775 | 11/30/1999 | 2,551,647 | 3/26/2002 |
| 175. | Nielsen Media Research, Inc. | NIELSEN CINEMA | 76/517,228 | 5/27/2003 | 2,983,633 | 8/09/2005 |
| 176. | Nielsen Media Research, Inc. | NIELSEN CINEMA | 76/517,227 | 5/27/2003 | 2,983,632 | 8/09/2005 |
| 177. | Nielsen Media Research, Inc. | NIELSEN HISPANIC HOMEVIDEO INDEX | 76/137,696 | 9/29/2000 | 2,779,979 | 11/04/2003 |
| 178. | Nielsen Media Research, Inc. | NIELSEN HISPANIC STATION INDEX | 75/859,475 | 11/29/1999 | 2,593,488 | 7/16/2002 |
| 179. | Nielsen Media Research, Inc. | NIELSEN HISPANIC STATION INDEX | 75/859,476 | 11/29/1999 | 2,580,708 | 6/18/2002 |
| 180. | Nielsen Media Research, Inc. | NIELSEN HISPANIC STATION INDEX | 75/859,126 | 11/29/1999 | 2,593,487 | 7/16/2002 |
| 181. | Nielsen Media Research, Inc. | NIELSEN HISPANIC STATION INDEX | 75/859,477 | 11/29/1999 | 2,577,150 | 6/11/2002 |
| 182. | Nielsen Media Research, Inc. | NIELSEN HISPANIC TELEVISION INDEX | 75/859,950 | 11/29/1999 | 2,593,489 | 7/16/2002 |
| 183. | Nielsen Media Research, Inc. | NIELSEN HISPANIC TELEVISION INDEX | 75/860,604 | 11/29/1999 | 2,577,153 | 6/11/2002 |
| 184. | Nielsen Media Research, Inc. | NIELSEN HISPANIC TELEVISION INDEX | 75/859,949 | 11/29/1999 | 2,577,151 | 6/11/2002 |
| 185. | Nielsen Media Research, Inc. | NIELSEN HISPANIC TELEVISION INDEX | 75/861,197 | 11/29/1999 | 2,593,491 | 7/16/2007 |
| 186. | Nielsen Media Research, Inc. | NIELSEN HOMEVIDEO INDEX | 73/273,926 | 8/13/1980 | 1,188,037 | 1/26/1982 |
| 187. | Nielsen Media Research, Inc. | NIELSEN MEDIA RESEARCH | 75/194,064 | 11/06/1996 | 2,512,912 | 11/27/2001 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|------|------------------------------|---|-------------|-------------|-----------|------------|
| 188. | Nielsen Media Research, Inc. | NIELSEN MEDIA RESEARCH | 75/194,065 | 11/06/1996 | 2,367,336 | 7/18/2000 |
| 189. | Nielsen Media Research, Inc. | NIELSEN MEDIA RESEARCH | 75//194,066 | 11/06/1996 | 2,448,024 | 5/01/2001 |
| 190. | Nielsen Media Research, Inc. | NIELSEN MEDIA RESEARCH | 75/194,067 | 11/06/1996 | 2,502,257 | 10/30/2001 |
| 191. | Nielsen Media Research, Inc. | NIELSEN UNIVERSAL READER | 78/613,866 | 4/21/2005 | 3,103,595 | 6/13/2006 |
| 192. | Nielsen Media Research, Inc. | NORA (Filed as ITU) | 78/893,660 | 5/26/2006 | N/A | |
| 193. | Nielsen Media Research, Inc. | NORA NIELSEN ON DEMAND REPORTING & ANALYTICS (Filed as ITU) | 78/893,661 | 5/26/2006 | N/A | |
| 194. | Nielsen Media Research, Inc. | NPOWER | 75/791,100 | 9/02/1999 | 2,675,889 | 1/21/2003 |
| 195. | Nielsen Media Research, Inc. | NQUEST | 76/375,231 | 2/26/2002 | 2,976,872 | 7/26/2005 |
| 196. | Nielsen Media Research, Inc. | NSI | 74/621,716 | 1/17/1995 | 1,988,073 | 7/23/1996 |
| 197. | Nielsen Media Research, Inc. | NSS | 74/519,201 | 5/02/1994 | 1,880,624 | 2/28/1995 |
| 198. | Nielsen Media Research, Inc. | NTI | 71/586,704 | 10/22/1949 | 547,323 | 8/28/1951 |
| 199. | Nielsen Media Research, Inc. | NUR | 78/613,872 | 4/21/2005 | 3,143,559 | 9/12/2006 |
| 200. | Nielsen Media Research, Inc. | PLACE*VIEWS | 78/496,728 | 10/08/2004 | 3,130,952 | 08/15/2006 |
| 201. | Nielsen Media Research, Inc. | POCKETPIECE | 74/372,606 | 03/29/1993 | 1,809,171 | 12/07/1993 |
| 202. | Nielsen Media Research, Inc. | POWERPLAY | 78/738,926 | 10/24/2005 | 3,331,624 | 11/06/2007 |
| 203. | Nielsen Media Research, Inc. | PRINCIPAL MOVIEGOERS | 76/407,726 | 05/14/2002 | 2,848,491 | 06/01/2004 |
| 204. | Nielsen Media Research, Inc. | PRINT*VIEWS | 78/513,220 | 11/08/2004 | 3,045,599 | 01/17/2006 |
| 205. | Nielsen Media Research, Inc. | QUICK*VIEWS | 76/482,370 | 01/14/2003 | 2,987,782 | 08/23/2005 |
| 206. | Nielsen Media Research, Inc. | SPORTSQUEST | 75/451,785 | 03/17/1998 | 2,304,787 | 12/28/1999 |
| 207. | Nielsen Media Research, Inc. | SPOTTRAC | 78/870,015 | 04/26/2006 | 3,292,186 | 9/11/2007 |
| 208. | Nielsen Media Research, Inc. | UNLOCK THE POWER OF THE MEDIA | 75/548,852 | 09/04/1998 | 2,374,350 | 08/08/2000 |
| 209. | Nielsen Media Research, Inc. | VIDEO*SENTRY | 78/401,550 | 04/14/2004 | 3,030,543 | 12/13/2005 |
| 210. | Nielsen Media Research, Inc. | VIEWERS IN PROFILE | 72/232,581 | 11/12/1965 | 825,898 | 03/14/1967 |
| 211. | Nielsen Media Research, Inc. | VIRTUAL ISSUE | 75/401,194 | 12/05/1997 | 2,459,976 | 06/12/2001 |
| 212. | Nielsen Media Research, Inc. | PLACE*VALUES (Filed as ITU) | 77/182,921 | 5/16/2007 | 3,528,356 | 11/04/2008 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|------|---------------------------------------|--|------------|-------------|-----------|------------|
| 213. | Nielsen Media Research, Inc. | VIP | 72/232,582 | 11/12/1965 | 0,824,208 | 11/14/1967 |
| 214. | Nielsen Media Research, Inc. | FDMS | 77/260,481 | 8/21/2007 | 3,519,091 | 10/21/2008 |
| 215. | Nielsen Media Research, Inc. | NIELSEN REAL TIME RATINGS (Filed as ITU) | 77/193,533 | 5/30/2007 | N/A | |
| 216. | Nielsen Media Research, Inc. | NIELSEN MOBILE RATINGS (Filed as ITU) | 77/193,526 | 5/30/2007 | N/A | |
| 217. | Nielsen Media Research, Inc. | AUTOMATED DISCOVERY MARKETS | 77/260,501 | 8/21/2007 | 3,519,093 | 10/21/2008 |
| 218. | Nielsen Media Research, Inc. | FULL DISCOVERY MARKETS | 77/260,498 | 8/21/2007 | 3,519,092 | 10/21/2008 |
| 219. | Nielsen Media Research, Inc. | STELLAR (Filed as ITU) | 77/465,932 | 5/05/2008 | 3,962,147 | 05/17/2011 |
| 220. | Nielsen Media Research, Inc. | LOCAL CUSTOM TOOLBOX (Filed as ITU) | 77/379,845 | 1/24/2008 | 3,712,687 | 11/17/2019 |
| 221. | Nielsen National Research Group, Inc. | C.I.N.E.S.Y.S | 74/372,630 | 03/29/1993 | 2,006,483 | 10/08/1996 |
| 222. | Nielsen National Research Group, Inc. | C.I.N.E.S.Y.S | 74/372,368 | 03/29/1993 | 1,816,279 | 01/11/1994 |
| 223. | Nielsen National Research Group, Inc. | MOVIEVIEW | 75/411,961 | 12/29/1997 | 2,297,418 | 12/07/1999 |
| 224. | Nielsen National Research Group, Inc. | NRG | 75/411,963 | 12/29/1997 | 2,264,364 | 07/27/1999 |
| 225. | Nielsen National Research Group, Inc. | NRG TEENFTURES and Design | 76/306,503 | 08/29/2001 | 2,645,563 | 11/05/2002 |
| 226. | Nielsen National Research Group, Inc. | TEENFUTURES | 76/306,504 | 08/29/2001 | 2,565,327 | 04/30/2002 |
| 227. | Spectra Marketing Systems, Inc. | BEHAVIORSCAPE (Filed as ITU) | 78/566,974 | 02/14/2005 | N/A | |
| 228. | Spectra Marketing Systems, Inc. | BEHAVIORSCAPE (Filed as ITU) | 78/566,963 | 02/14/2005 | N/A | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|------|----------------------------------|--|------------|-------------|-----------|------------|
| 229. | Spectra Marketing Systems, Inc. | CONSUMER 360 | 76/488,708 | 02/10/2003 | 2,876,313 | 08/24/2004 |
| 230. | Spectra Marketing Systems, Inc. | CONSUMER 360 YOUR CONNECTION TO ACTIONABLE INSIGHTS and Design | 76/488,707 | 02/10/2003 | 2,888,349 | 09/28/2004 |
| 231. | Spectra Marketing Systems, Inc. | INTROTARGETER | 76/446,227 | 08/30/2002 | 2,845,952 | 05/25/2004 |
| 232. | Spectra Marketing Systems, Inc. | SPECTRA | 76/148,046 | 10/17/2000 | 2,597,206 | 07/23/2002 |
| 233. | Spectra Marketing Systems, Inc. | SPECTRA ADVANTAGE | 75/440,976 | 02/26/1998 | 2,280,810 | 09/28/1999 |
| 234. | Spectra Marketing Systems, Inc. | SPECTRA and Design | 76/148,049 | 10/17/2000 | 2,705,989 | 04/15/2003 |
| 235. | Spectra Marketing Systems, Inc. | SPECTRA HISPANIQ | 78/365,896 | 02/10/2004 | 2,941,875 | 04/19/2005 |
| 236. | Spectra Marketing Systems, Inc. | SPECTRA HISPANIQ and Design | 78/365,898 | 02/10/2004 | 2,941,876 | 04/19/2005 |
| 237. | Spectra Marketing Systems, Inc. | SPECTRA INFINET | 76/148,097 | 10/17/2000 | 2,584,716 | 06/25/2002 |
| 238. | Spectra Marketing Systems, Inc. | SPTECTRA INFINET and Design | 76,148,283 | 10/17/2000 | 2,590,839 | 07/09/2002 |
| 239. | Spectra Marketing Systems, Inc. | SPTECTRA INTELLIGENT TARGETING | 76/147,865 | 10/17/2000 | 2,614,225 | 09/03/2002 |
| 240. | Spectra Marketing Systems, Inc. | SPECTRA INTELLIGENT TARGETING and Design | 76/147,866 | 10/17/2000 | 2,614,226 | 09/03/2002 |
| 241. | Spectra Marketing Systems, Inc. | SPECTRA/BASES INTROTARGETER | 76/446,149 | 08/30/2002 | 2,845,951 | 05/25/2004 |
| 242. | Spectra Marketing Systems, Inc. | VOLUME RATING POINT | 75/795,800 | 09/08/1999 | 2,681,979 | 01/28/2003 |
| 243. | Spectra Marketing Systems, Inc. | VRP INSIGHT | 76/262,362 | 05/25/2001 | 2,692,263 | 03/04/2003 |
| 244. | Spectra Marketing Systems, Inc.. | RETAIL C.O.D.E. (Filed as ITU) | 77/249,096 | 8/07/2007 | N/A | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|------|---|--|------------|-------------|-----------|------------|
| 245. | Trade Dimensions International, Inc. | DEMOGRAPHICS USA | 78/279,459 | 07/28/2003 | 2,917,269 | 01/11/2005 |
| 246. | Trade Dimensions International, Inc. | HIGH-VOLUME RETAILERS | 78/295,268 | 09/03/2003 | 2,916,818 | 01/04/2005 |
| 247. | Trade Dimensions International, Inc. | HIGH-VOLUME RETAILERS THE ALTERNATE CHANNEL SOURCEBOOK | 78/295,270 | 09/03/2003 | 2,916,819 | 01/04/2005 |
| 248. | Trade Dimensions International, Inc. | MARKET SCOPE | 76/534,022 | 08/01/2003 | 2,868,878 | 08/03/2004 |
| 249. | Trade Dimensions International, Inc. | RETAIL TENANT DIRECTORY | 76/534,011 | 08/01/2003 | 2,956,549 | 05/31/2005 |
| 250. | Trade Dimensions International, Inc. | RETAIL TENANT DIRECTORY | 76/502,682 | 04/01/2003 | 3,064,700 | 03/07/2006 |
| 251. | Trade Dimensions International, Inc. | TDLINX | 76/286,865 | 07/17/2001 | 2,706,279 | 04/15/2003 |
| 252. | Trade Dimensions International, Inc. | TDLINX and Design | 76/286,866 | 07/17/2001 | 2,706,280 | 04/15/2003 |
| 253. | Trade Dimensions International, Inc. | TRADE DIMENSIONS | 76/069,140 | 06/13/2000 | 2,563,116 | 04/23/2002 |
| 254. | Trade Dimensions International, Inc. | TRADEDIMENSIONS | 76/278,958 | 07/02/2001 | 2,706,257 | 04/15/2009 |
| 255. | VNU Media Measurement & Information, Inc. | FANLINKS | 78/590,278 | 03/18/2005 | 3,202,766 | 01/23/2007 |
| 256. | VNU Media Measurement & Information, Inc. | NPOD (Filed as ITU) | 78/330,569 | 11/20/2003 | N/A | |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|------|---|---------------------------------|------------|-------------|-----------|------------|
| 257. | VNU Media Measurement & Information, Inc. | SPONSORSHIP SCORECARD | 78/427,036 | 05/28/2004 | 3,086,423 | 04/25/2006 |
| 258. | Trade Dimensions International, Inc. | DIRECTORY OF CONVENIENCE STORES | 76/534,012 | 08/01/2003 | 2,928,524 | 03/01/2005 |
| 259. | CZT/CAN Trademarks, L.L.C. | NIELSEN and Design | 77/094,959 | 01/30/2007 | 3,998,364 | 07/19/2011 |

Intellectual Property Security Agreement Supplement No. 8, dated as of August 15, 2008, recorded on September 5, 2008 at Reel/Frame 003847/0791

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|---------------|--|------------|-------------|-----------|------------|
| 1. | Claritas Inc. | ADSELECT | 78/576,620 | 2/28/2005 | 3,280,538 | 8/14/2007 |
| 2. | Claritas Inc. | ADVANCING THE SCIENCE AND ART OF MARKETING | 75/577,800 | 10/26/1998 | 2,359,476 | 6/20/2000 |
| 3. | Claritas Inc. | BUSINESS-FACTS | 73/682,946 | 9/8/1987 | 1,508,674 | 10/11/1988 |
| 4. | Claritas Inc. | BUSINESS-FACTS | 77/305.541 | 10/16/2007 | | |
| 5. | Claritas Inc. | CIVICIO (Filed as ITU) | 77/443,196 | 4/8/2008 | | |
| 6. | Claritas Inc. | CLARITAS | 73/276,676 | 9/4/1980 | 1,180,624 | 12/1/1981 |
| 7. | Claritas Inc. | CLARITAS (Stylized) | 73/785,040 | 3/6/1989 | 1,574,539 | 1/2/1990 |
| 8. | Claritas Inc. | CONSUMER CLOUT | 73/749,277 | 8/30/1988 | 1,578,260 | 1/16/1990 |
| 9. | Claritas Inc. | CONVERGENCE AUDIT | 77/198,890 | 6/6/2007 | | |
| 10. | Claritas Inc. | IMODEL | 76/462,442 | 10/23/2002 | 2,775,101 | 10/21/2013 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----|---------------|--|-------------------|--------------------|-----------------|------------------|
| 11. | Claritas Inc. | INTEGRA S | 77/215,020 | 6/25/2007 | | |
| 12. | Claritas Inc. | INTELLIS ERV | 76/320,049 | 10/1/2001 | 2,902,633 | 11/16/2014 |
| 13. | Claritas Inc. | IXPRESS | 77/249,419 | 8/7/2007 | | |
| 14. | Claritas Inc. | LIFEPSYC LE (Stylized) | 74/183,665 | 7/10/1991 | 1,755,784 | 3/2/2013 |
| 15. | Claritas Inc. | MARKETS CAN | 73/708,135 | 1/28/1988 | 1,556,594 | 9/19/2009 |
| 16. | Claritas Inc. | MICROVI SION | 74/021,302 | 1/19/1990 | 1,656,419 | 9/10/2011 |
| 17. | Claritas Inc. | PSYCLE (Stylized) | 73/708,132 | 1/28/1988 | 1,530,619 | 3/21/2009 |
| 18. | Claritas Inc. | PRIME LOCATIO N (filed as ITU) | 77/067,233 | 12/19/2006 | | |
| 19. | Claritas Inc. | PRIZM | 73/697,895 | 11/27/1987 | 1,557,671 | 9/26/2009 |
| 20. | Claritas Inc. | PROFILE- ON- DEMAND (Filed as ITU) | 77068828 | 12/20/2006 | | |
| 21. | Claritas Inc. | RETAIL MARKET POWER | 76631030 | 2/15/2005 | 3,360,162 | 12/25/2017 |
| 22. | Claritas Inc. | THE CONVERG ENCE AUDIT | 75487720 | 5/19/1998 | 2,458,712 | 6/5/2011 |

**Intellectual Property Security Agreement Supplement No. 9, dated as of December 1, 2008,
recorded on January 27, 2009 at Reel/Frame 003925/0384**

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|----|-------------------------------------|------------------|-------------------|--------------------|-----------------|------------------|
| 1. | The Nielsen Company (US), LLC | CIPHER | 78436716 | 06/17/2004 | 3,105,978 | 06/20/2006 |
| 2. | The Nielsen Company (US), LLC | CIPHER WEB | 78436709 | 06/17/2004 | 3,087,201 | 05/02/2006 |
| 3. | The Nielsen Company (US), LLC | CRUNCH | 78436719 | 06/17/2004 | 3,141,164 | 09/12/2006 |

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|----|-------------------------------|-----------|------------|-------------|-----------|------------|
| 4. | The Nielsen Company (US), LLC | DR. KNOW | 78436721 | 06/17/2004 | 3,130,768 | 08/05/2006 |

Intellectual Property Security Agreement Supplement, dated as of March 4, 2010, recorded on March 10, 2010 at Reel/Frame 004164/0596

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|----|-------------------------------|------------------|------------|-------------|----------|------------|
| 1. | The Nielsen Company (US), LLC | JUST ASK NIELSEN | 77771643 | 6/30/2009 | 3833640 | 08/17/2010 |

Intellectual Property Security Agreement Supplement, dated as of August 4, 2010, recorded on August 19, 2010 at Reel/Frame 004263/0255

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|----|-------------------------------|-------------|------------|-------------|-----------|------------|
| 1. | The Nielsen Company (US). LLC | MAKES CENTS | 77966044 | 3/23/2010 | 4,100,610 | 01/21/2012 |

Supplement No. 3, dated as of August 9, 2007, recorded on September 14, 2007 at Reel/Frame 003621/0757

| | Owner | Trademark | Serial No. | Filing Date | Reg. No. | Reg. Date |
|----|----------------|------------------------|------------|-------------|----------|------------|
| 1. | Telephia, Inc. | | 78063188 | 05/11/2001 | 2718122 | 05/20/2003 |
| 2. | Telephia, Inc. | T E L E P H I A | 76222065 | 03/08/2001 | 2527343 | 01/08/2002 |
| 3. | Telephia, Inc. | ESSENTIAL INTELLIGENCE | 76024543 | 04/13/2000 | 2550997 | 03/19/2002 |
| 4. | Telephia, Inc. | TELEPHIA | 75824639 | 10/18/1999 | 2481537 | 08/28/2001 |