

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Conversion to limited liability company and name change		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AC Nielsen (US), Inc.		10/01/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Nielsen Company (US), LLC		
Street Address:	150 N. Martingale Road		
City:	Schaumburg		
State/Country:	ILLINOIS		
Postal Code:	60173		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	78436719	CRUNCH	
Serial Number:	78436721	DR. KNOW	
Serial Number:	78436709	CIPHER WEB	
Serial Number:	78436716	CIPHER	
CORRESPONDENCE DATA			
Fax Number:	(312)474-0448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(312) 474-6300		
Email:	docket@marshallip.com		
Correspondent Name:	Michael R. Graham		
Address Line 1:	233 South Wacker Drive		
Address Line 2:	Suite 6300		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	31404/G1000		
NAME OF SUBMITTER:	Michael R. Graham		

OP \$115.00 78436719

TRADEMARK

Signature:	/Michael R. Graham/
Date:	11/20/2008
Total Attachments: 6 source=ACNUS-Cert of Conversion to LLC-10-1-2008#page1.tif source=ACNUS-Cert of Conversion to LLC-10-1-2008#page2.tif source=ACNUS-Cert of Conversion to LLC-10-1-2008#page3.tif source=ACNUS-Cert of Conversion to LLC-10-1-2008#page4.tif source=ACNUS-Cert of Conversion to LLC-10-1-2008#page5.tif source=ACNUS-Cert of Conversion to LLC-10-1-2008#page6.tif	

Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "AC NIELSEN (US), INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "AC NIELSEN (US), INC." TO "THE NIELSEN COMPANY (US), LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:44 O'CLOCK A.M.



3587365 8100V

081001825

You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886248

DATE: 10-01-08

TRADEMARK
REEL: 003891 FRAME: 0795

Delaware

PAGE 2

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "THE NIELSEN COMPANY (US), LLC" FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:44 O'CLOCK A.M.



3587365 8100V

081001825

You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886248

DATE: 10-01-08

TRADEMARK
REEL: 003891 FRAME: 0796

STATE OF DELAWARE
CERTIFICATE OF CONVERSION

of

AC Nielsen (US), Inc.

(a Delaware corporation)

to

The Nielsen Company (US), LLC

(a Delaware limited liability company)

This Certificate of Conversion to Limited Liability Company is being duly executed and filed by an authorized person, to convert AC Nielsen (US), Inc., a Delaware corporation (the "Corporation"), to a Delaware limited liability company, under Section 18-214 of the Delaware Limited Liability Company Act (the "Act").

- (1) The jurisdiction where the Corporation was first formed is Delaware.
- (2) The jurisdiction of the Corporation immediately prior to filing this Certificate is Delaware.
- (3) The date the Corporation was first incorporated in Delaware is November 4, 2002.
- (4) The name of the Corporation immediately prior to filing this Certificate was AC Nielsen (US), Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the sole director and the sole stockholder of the Corporation by a written consent of the sole director in accordance with the provisions of Section 141(f) of the DGCL and written consent of the sole stockholder of the Corporation in accordance with Section 228 of the DGCL, adopted a resolution approving the conversion of the Corporation into a Delaware limited liability company.
- (6) The name of the Limited Liability Company as set forth in the Certificate of Formation is The Nielsen Company (US), LLC.
- (7) The conversion shall be effective upon the acceptance of the filing of this Certificate of Conversion by the Secretary of State of the State of Delaware.

[the next page is the signature page]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion
on this 1st day of October, 2008.

AC NIELSEN (US), INC.

By: Harris Black
Harris Black
Authorized Person

CERTIFICATE OF FORMATION
OF
THE NIELSEN COMPANY (US), LLC

1. The name of the Limited Liability Company is The Nielsen Company (US), LLC (the "Company").
2. The address of the registered office of the Company in the State of Delaware is Corporation Trust Center, 1209 Orange Street, in the City of Wilmington, County of New Castle. The name of its registered agent at such address is The Corporation Trust Company.
3. This Certificate of Formation shall be effective upon the acceptance of the filing of this Certificate of Formation by the Secretary of State of the State of Delaware.

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IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of
The Nielsen Company (US), LLC this 1st day of October, 2008.



Harris Black
Authorized Person