

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																		
NATURE OF CONVEYANCE:	SECURITY INTEREST																		
CONVEYING PARTY DATA																			
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>The Nielsen Company (US), LLC</td> <td></td> <td>03/04/2010</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> <tr> <td>Nielsen Business Media, Inc.</td> <td></td> <td>03/04/2010</td> <td>CORPORATION: DELAWARE</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	The Nielsen Company (US), LLC		03/04/2010	LIMITED LIABILITY COMPANY: DELAWARE	Nielsen Business Media, Inc.		03/04/2010	CORPORATION: DELAWARE							
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The Nielsen Company (US), LLC		03/04/2010	LIMITED LIABILITY COMPANY: DELAWARE																
Nielsen Business Media, Inc.		03/04/2010	CORPORATION: DELAWARE																
RECEIVING PARTY DATA																			
Name:	Citibank, N.A., as Collateral Agent																		
Street Address:	390 Greenwich Street																		
City:	New York																		
State/Country:	NEW YORK																		
Postal Code:	10013																		
Entity Type:	Association: UNITED STATES																		
PROPERTY NUMBERS Total: 5																			
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> <tr> <td>Serial Number:</td> <td>77771643</td> <td>JUST ASK NIELSEN</td> </tr> <tr> <td>Serial Number:</td> <td>77896018</td> <td>P\$YCLE</td> </tr> <tr> <td>Serial Number:</td> <td>77845188</td> <td>PRIZM</td> </tr> <tr> <td>Serial Number:</td> <td>77917518</td> <td>HISPANIC RETAIL 360 SUMMIT</td> </tr> <tr> <td>Serial Number:</td> <td>77919142</td> <td>CONVENIENCE STORE NEWS FOR THE SINGLE STORE OWNER</td> </tr> </table>	Property Type	Number	Word Mark	Serial Number:	77771643	JUST ASK NIELSEN	Serial Number:	77896018	P\$YCLE	Serial Number:	77845188	PRIZM	Serial Number:	77917518	HISPANIC RETAIL 360 SUMMIT	Serial Number:	77919142	CONVENIENCE STORE NEWS FOR THE SINGLE STORE OWNER	
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Serial Number:	77917518	HISPANIC RETAIL 360 SUMMIT																	
Serial Number:	77919142	CONVENIENCE STORE NEWS FOR THE SINGLE STORE OWNER																	
CORRESPONDENCE DATA																			
Fax Number:	(202)408-3141																		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																			
Phone:	800-927-9801 x2348																		
Email:	jpaterso@cscinfo.com																		
Correspondent Name:	Corporation Service Company																		
Address Line 1:	1090 Vermont Avenue NW, Suite 430																		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005																		

CH \$140.00 77771643

900156744

TRADEMARK
REEL: 004164 FRAME: 0596

ATTORNEY DOCKET NUMBER:	311944
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/
Date:	03/10/2010
<p>Total Attachments: 8</p> <p>source=3-11-10 Nielsen-TM#page1.tif</p> <p>source=3-11-10 Nielsen-TM#page2.tif</p> <p>source=3-11-10 Nielsen-TM#page3.tif</p> <p>source=3-11-10 Nielsen-TM#page4.tif</p> <p>source=3-11-10 Nielsen-TM#page5.tif</p> <p>source=3-11-10 Nielsen-TM#page6.tif</p> <p>source=3-11-10 Nielsen-TM#page7.tif</p> <p>source=3-11-10 Nielsen-TM#page8.tif</p>	

ITEM 1 (cont'd)
to Trademarks Recordation Form Cover Sheet

Additional Conveying Parties

<u>Entity</u>	<u>Jurisdiction of Organization</u>	<u>Type of Entity</u>	<u>Citizenship</u>
Nielsen Business Media, Inc.	Delaware	Corporation	USA-Delaware

Exhibit A to Trademark Cover Sheet

United States Trademark Applications

Owner	Application #	File Date	Trademark Title
The Nielsen Company (US), LLC	77/771,643	6/30/2009	JUST ASK NIELSEN
The Nielsen Company (US), LLC	77/896,018	12/17/2009	PSYCLE
The Nielsen Company (US), LLC	77/845,188	10/9/2009	PRIZM
Nielsen Business Media, Inc.	77/917,518	1/22/2010	HISPANIC RETAIL 360 SUMMIT
Nielsen Business Media, Inc.	77/919,142	1/25/2010	CONVENIENCE STORE NEWS FOR THE SINGLE STORE OWNER

**INTELLECTUAL PROPERTY SECURITY AGREEMENT
SUPPLEMENT**


This **INTELLECTUAL PROPERTY SECURITY AGREEMENT SUPPLEMENT** dated as of March 4, 2010, is delivered by the entities listed on Schedule I hereto, all located at 770 Broadway, New York, NY 10003, (the “**Grantors**”) to Citibank, N.A., as Administrative Agent, Collateral Agent and representative of the Lenders (in such capacity, the “**Secured Party**”) pursuant to and in supplement of the Amended and Restated Intellectual Property Security Agreement, dated as of August 9, 2006 and amended and restated as of June 23, 2009 (as amended, restated, supplemented, waived or otherwise modified from time to time, being the “**Intellectual Property Security Agreement**”), among the Grantors, the other grantors named therein, and Secured Party, (together, with all Intellectual Property Supplements entered into since June 23, 2009, being the “**Grants**”). Capitalized terms used herein not otherwise defined herein shall have the meanings ascribed thereto in the Grants.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Intellectual Property Security Agreement, to evidence further the security interest granted by each Grantor to Secured Party pursuant to the Intellectual Property Security Agreement, each Grantor grants to Secured Party a security interest in all of such Grantor’s right, title and interest in and to the Collateral set forth on Schedule II annexed hereto. All such Collateral shall be deemed to be part of the Collateral and shall be hereafter subject to each of the terms and conditions of the Intellectual Property Security Agreement and the Grants.

Each Grantor does hereby further acknowledge and affirm that the rights and remedies of Secured Party with respect to the security interest in the Collateral granted hereby are more fully set forth in the Intellectual Property Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

IN WITNESS WHEREOF, each Grantor has caused this Intellectual Property Security Agreement Supplement to be duly executed and delivered by its officer thereunto duly authorized as of the date hereof.

NIELSEN BUSINESS MEDIA, INC.
THE NIELSEN COMPANY (US), LLC

By: 
Name: Harris Black
Title: Vice President & Secretary

Schedule I
to
Intellectual Property Security Agreement Supplement
dated as of March 4, 2010

List of Entities Pledging Intellectual Property

Nielsen Business Media, Inc., a Delaware corporation

The Nielsen Company (US), LLC, a Delaware limited liability company

Schedule II
to
Intellectual Property Security Agreement Supplement
dated as of March 4, 2010

United States Patent Applications

Owner	Application #	Status	Filed Date	Application Title
The Nielsen Company (US), LLC	12/505,225	Published	17 Jul 2009	SYSTEM AND METHODS TO MONITOR AND ANALYZE EVENTS ON WIRELESS DEVICES TO PREDICT WIRELESS ENTWORK RESOURCE USAGE
The Nielsen Company (US), LLC	12/505,966	Application	20 Jul 2009	METHODS AND APPARATUS TO VERIFY PRESENTATION OF MEDIA CONTENT
The Nielsen Company (US), LLC	12/511,698	Application	29 Jul 2009	USAGE OF PUBLICLY AVAILABLE MEDI METADATA IN PUBLICLY AVAILABLE MEDIA TO DETERMINE EQUIPMENT USAGE
The Nielsen Company (US), LLC	12/533,629	Published	31 Jul 2009	METHODS AND APPARATUS FOR DETECING A COMPOSITION OF AN AUDIENCE OF AN INFORMATION PRESENTING DEVICE
The Nielsen Company (US), LLC	12/537,955	Application	07 Aug 2009	METHODS AND APPARATUS TO COUNT PERSONS IN A MONITORED ENVIRONMENT
The Nielsen Company (US), LLC	12/540,154	Published	12 Aug 2009	PORTABLE MULTI-PURPOSE AUDIENCE MEASUREMENT SYSTEMS, APPARATUS AND METHODS
The Nielsen Company (US), LLC	12/540,198	Application	12 Aug 2009	SYSTEMS, METHODS AND APPARATUS FOR RELATIVE FREQUENCY BASED PHRASE MINING
The Nielsen Company (US), LLC	12/550,752	Application	31 Aug 2009	METHODS AND APPARATUS TO IDENTIFY WIRELESS CARRIER PERFORMANCE EFFECTS
The Nielsen Company (US), LLC	12/551,220	Application	31 Aug 2009	METHODS AND APPARATUS TO PERFORM AUDIO WATERMARKING AND WATERMARK DETECTION AND EXTRACTION
The Nielsen Company (US), LLC	12/564,657	Application	22 Sep 2009	DIGITAL RIGHTS MANAGEMENT SYSTEMS AND METHODS FOR AUDIENCE MEASUREMENT
The Nielsen Company (US), LLC	12/576,805	Application	09 Oct 2009	METHODS AND APPRATUS TO MEASURE BROADBAND MARKET DATA
The Nielsen Company (US), LLC	12/576,811	Application	09 Oct 2009	METHODS AND APPARATUS TO ADJUST SIGNATURE MATCHING RESULTS FOR AUDIENCE MEASUREMENT
The Nielsen Company (US), LLC	12/577,099	Application	09 Oct 2009	METHODS AND APPARATUS TO CLASSIFY TEXT COMMUNICATIONS
The Nielsen Company (US), LLC	12/580,835	Application	16 Oct 2009	METHODS AND APPARATUS TO VERIFY CONSUMPTION OFPROGRAMMING CONTENT
The Nielsen Company (US), LLC	12/604,176	Application	22 Oct 2009	METHODS AND APPARATUS TO EXTRACT DATA ENCODED IN MEDIA CONTENT
The Nielsen Company (US), LLC	12/606,889	Application	27 Oct 2009	METHODS AND APPARATUS FOR INDIRECT ILLUMINATION IN ELECTRONIC MEDIA RATING SYSTEMS
The Nielsen Company (US), LLC	12/611,757	Application	03 Nov 2009	METHODS AND APPARATUS TO MONITOR PERSONS MEDIA EXPOSURE IN VEHICLES
The Nielsen Company (US), LLC	12/613,334	Application	05 Nov 2009	METHODS AND APPARATUS FOR EMBEDDING WATERMARKS

Owner	Application #	Status	Filed Date	Application Title
The Nielsen Company (US), LLC	12/626,544	Application	25 Nov 2009	METHODS AND APPARATUS TO DISTINGUISH A SIGNAL ORIGINATING FROM A LOCAL DEVICE FROM A BROADCAST SIGNAL
The Nielsen Company (US), LLC	12/626,571	Application	25 Nov 2009	METHODS AND APPARATUS TO ENCODE AND DECODE AUDIO FOR SHOPPER LOCATION AND ADVERTISEMENT PRESENTATION TRACKING
The Nielsen Company (US), LLC	12/631,538	Application	04 Dec 2009	INTERACTIVE SERVICE DEVICE METERING SYSTEMS
The Nielsen Company (US), LLC	12/636,183	Application	11 Dec 2009	METHODS AND APPARATUS TO PREPARE REPORT REQUESTS
The Nielsen Company (US), LLC	12/636,356	Application	11 Dec 2009	METHODS AND APPARATUS TO MONITOR MEDIA EXPOSURE USING CONTENT-AWARE WATERMARKS
The Nielsen Company (US), LLC	12/636,505	Application	11 Dec 2009	METHODS AND APPARATUS FOR MEDIA SOURCE IDENTIFICATION AND TIME SHIFTED MEDIA CONSUMPTION MEASUREMENTS
The Nielsen Company (US), LLC	12/639,942	Application	16 Dec 2009	METHODS AND APPARATUS FOR IDENTIFYING AUDIO/VIDEO CONTENT USING TEMPORAL SIGNAL CHARACTERISTICS
The Nielsen Company (US), LLC	12/651,777	Application	04 Jan 2010	AUDIO SIGNATURE EXTRACTION AND CORRELATION
The Nielsen Company (US), LLC	12/695,793	Application	28 Jan 2010	METHODS AND APPARATUS TO MEASURE MARKET STATISTICS
The Nielsen Company (US), LLC	61/232,102	Application	07 Aug 2009	SYSTEMS, METHODS AND APPARATUS FOR RELATIVE FREQUENCY BASED PHRASE MINING
The Nielsen Company (US), LLC	61/234,042	Application	14 Aug 2009	METHODS AND APPARATUS TO CLASSIFY TEXT COMMUNICATIONS
The Nielsen Company (US), LLC	61/244,242	Application	21 Sep 2009	METHODS AND APPARATUS TO INCORPORATE SUBSTITUTABILITY MEASUREMENTS IN TO CONSUMER CHOICE MODELS
The Nielsen Company (US), LLC	61/291,735	Application	31 Dec 2009	METHODS AND APPARATUS TO DETECT COMMERCIAL ADVERTISEMENTS IN TELEVISION TRANSMISSIONS

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