

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM383110

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	release		
<b>RESUBMIT DOCUMENT ID:</b>	900361975		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
U.S. BANK NATIONAL ASSOCIATION f/k/a STAR BANK NATIONAL ASSOCIATION		03/25/2016	NATIONAL ASSOCIATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	THE NIELSEN COMPANY		
<b>Street Address:</b>	3731 EASTERN HILLS LANE		
<b>City:</b>	CINCINNATI		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45202		
<b>Entity Type:</b>	Corporation: OHIO		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	74252587	NIELSEN	
<b>Registration Number:</b>	1640048	MM MAGIC MESSAGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9202377627		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	920-237-7921		
<b>Email:</b>	JENNIFER.KEALIHHER@USBANK.COM		
<b>Correspondent Name:</b>	US BANK NATIONAL ASSOCIATION		
<b>Address Line 1:</b>	ATTN: JEN KEALIHHER		
<b>Address Line 2:</b>	400 CITY CENTER		
<b>Address Line 4:</b>	PO BOX 3487, UNITED STATES 54903		
<b>NAME OF SUBMITTER:</b>	Jen Kealiher		
<b>SIGNATURE:</b>	/JK/		
<b>DATE SIGNED:</b>	05/04/2016		
<b>Total Attachments: 3</b>			

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## RELEASE OF SECURITY INTEREST

THIS RELEASE dated as of **March 25, 2016** (this "Release") is made by U.S. Bank National Association f/k/a Star Bank, National Association, a National Association acting in its capacity as secured party (in such capacity, the "Secured Party") under that certain **Mortgage of Intellectual Property and Licenses**, dated as of **May 22, 1992** and recorded **July 8, 1992 Reel 0881 Frame 424** in the records of the United States Patent and Trademark Office (as amended, supplemented or modified and in effect from time to time, the "Security Agreement"), among **The Nielsen Company**, (the "Debtor") and the Secured Party;

### W I T N E S S E T H:

WHEREAS, pursuant to the Security Agreement which was recorded in the records of the United States Patent and Trademark Office, the Debtor granted to the Secured Party a continuing security interest in all of the Debtor's United States Intellectual Property Collateral including those set forth on the attached schedules;

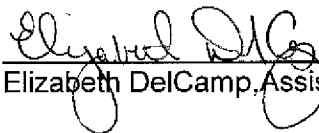
WHEREAS, the Secured Party wishes to: (i) terminate the Security Agreement against the Intellectual Property Collateral including those identified in the attached schedules hereto, recorded with the United States Patent and Trademark Office; (ii) release all of its security interest covering the Intellectual Property Collateral including those listed in the attached schedules; (iii) restore all right, title and interest in and to the Intellectual Property Collateral including those listed the attached schedules, to Debtor; and (iv) to dissolve any and all liens and encumbrances respecting the Intellectual Property Collateral including those listed in the attached schedules.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Secured Party does hereby release its security interest in the Intellectual

Property Collateral including those set forth on the attached schedules hereto, and discharges, quit claims and relinquishes unto **The Nielsen Company**, (in each case without recourse and without any representation or warranty) any and all rights, title and interest it has in and the security interest granted to Secured Party in the Intellectual Property Collateral including those listed in the attached schedules.

IN WITNESS WHEREOF, the Secured Party has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the day and year first above written.

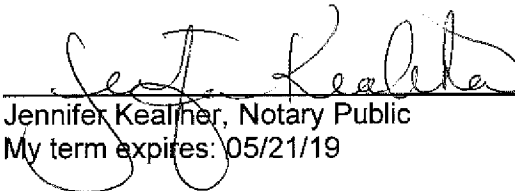
U.S. Bank National Association f/k/a Star Bank,  
National Association

  
Elizabeth DelCamp, Assistant Commercial Officer

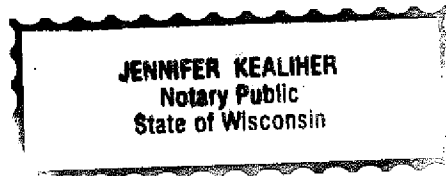
STATE OF WISCONSIN )SS.  
COUNTY OF WINNEBAGO )

On this May 4, 2016, before me appeared Elizabeth DelCamp to me personally known, who being by me duly sworn did say that he/she is Assistant Commercial Officer of U.S. Bank National Association f/k/a Star Bank, National Association, a national banking association, and that said instrument was signed and sealed in behalf of said association, by authority of its Board of Directors: and said title acknowledged said instrument to be the free act and deed of said association.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the county and State aforesaid, the day and year first above written.

  
Jennifer Kealher, Notary Public  
My term expires: 05/21/19

Customer: #627775 Cost Center: #2513701



**EXHIBIT B**

**TRADEMARKS AND SERVICE MARKS**

**REGISTERED MARKS:**

Mark	Registration No.	Jurisdiction (State or County)	Date of Issue	Expiration Date
"Nielsen" and Design	5010-1222	Indiana	03/11/92	03/10/2002
"NIELSEN QUEENSCATE PRESS DIVISIONS" and Design	5010-1223	Indiana	03/11/92	03/10/2002
"NIELSEN OHIO VALLEY LITHO DIVISIONS" and Design	5010-1224	Indiana	03/11/92	03/10/2002
"NIELSEN" and Design	10083	Kentucky	02/05/92	02/05/2002
"NIELSEN QUEENSCATE PRESS DIVISIONS" and Design	10085	Kentucky	02/05/92	02/05/2002
"NIELSEN OHIO VALLEY LITHO DIVISIONS" and Design	10084	Kentucky	02/05/92	02/05/2002
"MM (stylized) MAGIC MESSAGE"	1640048	U.S.	04/02/91	04/02/2001

**PENDING APPLICATIONS:**

Mark	Application No.	Jurisdiction (State or County)	Date of Filing
"NIELSEN" (plus Stylized M)	74/252587	U.S.	03/04/92
"NIELSEN" and Design		Ohio	01/31/92
"NIELSEN QUEENSCATE PRESS DIVISIONS" and Design		Ohio	01/31/92
"NIELSEN OHIO VALLEY LITHO DIVISIONS" and Design		Ohio	01/31/92

**OTHER UNREGISTERED MARKS:**

Mark	States/Countries of Use
THE NIELSEN LITHOGRAPHING CO.	Various