

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT
NATURE OF CONVEYANCE:		CHANGE OF NAME
CONVEYING PARTY DATA		
Name		Execution Date
Telephia, Inc.		10/24/2007
RECEIVING PARTY DATA		
Name:	Nielsen Mobile, Inc.	
Street Address:	101 Green Street	
City:	San Francisco	
State/Country:	CALIFORNIA	
Postal Code:	94111	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	09899955	
CORRESPONDENCE DATA		
Fax Number:	(703)391-2901	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-391-2900	
Email:	sbarnett@globe-ip.com	
Correspondent Name:	Roberts Mardula & Wertheim, LLC	
Address Line 1:	11800 Sunrise Valley Drive, Suite 1000	
Address Line 4:	Reston, VIRGINIA 20191	
ATTORNEY DOCKET NUMBER:	2891-001CIP	
NAME OF SUBMITTER:	Jon L. Roberts, Ph.D., J.D.	
Total Attachments: 2		
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Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "TELEPHIA, INC.", CHANGING ITS NAME FROM "TELEPHIA, INC." TO "NIELSEN MOBILE, INC.", FILED IN THIS OFFICE ON THE TWENTY-FOURTH DAY OF OCTOBER, A.D. 2007, AT 11:39 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2906911 8100
071148253



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6103367

DATE: 10-25-07

PATENT
REEL: 020136 FRAME: 0911

**STATE OF DELAWARE
CERTIFICATE OF AMENDMENT
OF CERTIFICATE OF INCORPORATION**

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

FIRST: That at a meeting of the Board of Directors of
Telephia, Inc.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

RESOLVED, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "FIRST" so that, as amended, said Article shall be and read as follows:

FIRST: The name of the Corporation is: Nielsen Mobile, Inc.

SECOND: That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said corporation has caused this certificate to be signed this 24th day of October, 2007.

By: /s/ James A. Ross

Authorized Officer

Title: Vice President

Name: James A. Ross

Print or Type

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