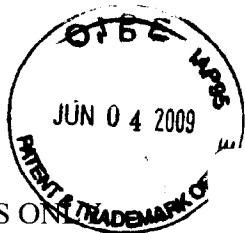


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06-08-2009

Attorney Docket #: 20004/12B-US



103563049

1. Name of party or parties conveying an interest: A.C. Nielsen (US), Inc. 150 North Martingale Road Schaumburg, IL 60173	2. Name and address of party or parties receiving an interest: Name: The Nielsen Company (US), LLC A Delaware Limited Liability Company 150 North Martingale Road Schaumburg, IL 60173
3. Description of the interest conveyed: <input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement Execution Date: October 1, 2008	Other: <input checked="" type="checkbox"/> Conversion
4. Application number(s) or patent number(s). Additional sheet attached? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> A. Patent Application no.(s): 12/035,853 filed on February 2, 2008	If the document is being filed together with a new application, the execution date of the application is: B. Patent no.(s):
5. Name and address of party to whom correspondence concerning this cover sheet should be mailed: Name: Sergio Filice Registration No.: 59,727 HANLEY, FLIGHT & ZIMMERMAN, LLC Street Address: 150 S. Wacker Drive Suite 2100 City: Chicago State: Illinois Zip: 60606	6. Number of applications and/or patents identified on this cover sheet: 1 7. Amount of fee enclosed or authorized to be charged: \$40.00 8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455

9. To the best of my knowledge and belief, the information contained on this cover sheet is true and correct and any copy submitted is a true copy of the original document. I hereby certify that this paper is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 52455, Washington, DC 20504-052455 on this date:

Date: 6/1/2009

01 FC:8021 40.00 DA

Sergio D. Filice
Registration No.: 59,727

Total number of pages including cover sheet, attachments, and document: 4

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

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