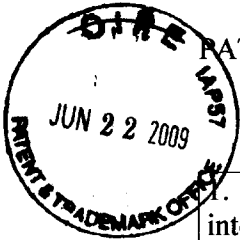


06-24-2009

f



103564778

6-27-09

<p>1. Name of party or parties conveying an interest:</p> <p>Telephia, Inc. A Delaware Corporation 770 Broadway New York, New York 10003</p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: Nielsen Mobile, Inc. A Delaware Corporation 770 Broadway New York, New York 10003</p>
<p>3. Description of the interest conveyed:</p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input checked="" type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement</p> <p>Execution Date: October 1, 2008</p>	<p>Other:</p>
<p>4. Application number(s) or patent number(s). Additional sheet attached? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/></p> <p>A. Patent Application no.(s):</p>	<p>If the document is being filed together with a new application, the execution date of the application is:</p> <p>B. Patent no.(s): 7,013,136 issued on March 14, 2006</p>
<p>5. Name and address of party to whom correspondence concerning this cover sheet should be mailed:</p> <p>Name: Sergio Filice Registration No.: 59,727 HANLEY, FLIGHT &amp; ZIMMERMAN, LLC Street Address: 150 S. Wacker Drive Suite 2100 City: Chicago State: Illinois Zip: 60606</p>	<p>6. Number of applications and/or patents identified on this cover sheet: 1</p> <p>7. Amount of fee enclosed or authorized to be charged: \$40.00</p> <p>8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455</p>

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 1450, Alexandria, VA 22313-1450 on this date:

Date: 6/19/2009

Sergio D. Filice  
Registration No. 59727  
06/23/2009 DBYRNE 00000005 502455 7013136

Total number of pages including cover sheet, attachments and document: 40.00 CR

06/23/2009 LNUELLER 00000037 7013136

01 FC:0021

40.00 OP

**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

# Delaware

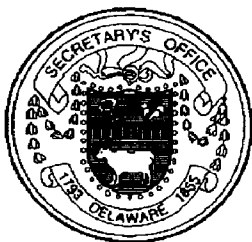
PAGE 1

*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

RECORDED: 06/22/2009

PATENT  
REEL: 022856 FRAME: 0880