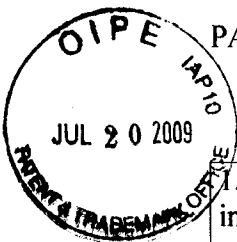


07-23-2009

PATENTS ONLY



103568187



7-20-09

1. Name of party or parties conveying an interest:

Nielsen Media Research, LLC
(formerly known as
Nielsen Media Research, Inc.)
A Delaware Corporation
770 Broadway
New York, New York 10003

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:

☐ Assignment
☒ Merger
☐ Change of Name
☐ Security Agreement

Execution Date: October 1, 2008

Other:

4. Application number(s) or patent number(s).
Additional sheet attached?YES ☐ NO ☒

A. Patent Application no.(s):

If the document is being filed together with a new application, the execution date of the application is:

B. Patent no.(s): 7,039,931 issued on May 2, 2006

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

Date: 7/16/2009

07/22/2009 HJAMA1 00000019 7039931
-01 FG:0021
Sergio D. Filice

Registration No.: 59,727

40.00 OP

Total number of pages including cover sheet, attachments, and document: 7

PATENT

REEL: 022990 FRAME: 0849

CERTIFICATE OF MERGER

NIELSEN MEDIA RESEARCH, LLC

WITH AND INTO

THE NIELSEN COMPANY (US), LLC

1. Nielsen Media Research, LLC, a Delaware limited liability company, shall merge with and into The Nielsen Company (US), LLC, a Delaware limited liability company, pursuant to Section 18-209 of the Delaware Limited Liability Company Act, in accordance with the terms of the Agreement of Merger duly adopted.

2. The name and jurisdiction of formation of each entity which is to merge is:

<u>Name</u>	<u>Jurisdiction of Formation</u>
Nielsen Media Research, LLC	Delaware
The Nielsen Company (US), LLC	Delaware

3. An Agreement of Merger has been approved and executed by the surviving limited liability company and the merging limited liability company.

4. The name of the surviving limited liability company shall be The Nielsen Company (US), LLC.

5. The merger shall be effective upon the acceptance of the filing of this Certificate of Merger by the Secretary of State of the State of Delaware.

6. The Agreement of Merger is on file at the place of business of the surviving limited liability company, the address of which is 770 Broadway, New York, NY 10003.

7. A copy of the Agreement of Merger will be furnished by the surviving limited liability company, on request and without cost, to any member of either the surviving or the merging limited liability company.

[The next page is the signature page.]

IN WITNESS WHEREOF, the surviving limited liability company has caused this Certificate of Merger to be signed by an Authorized Person on October 1, 2008.

THE NIELSEN COMPANY (US), LLC

By: Harris A. Black

Harris A. Black
Authorized Person

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 MERGER, WHICH MERGES:

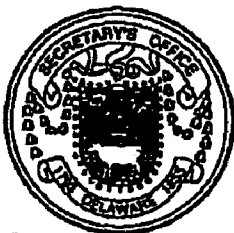
"NIELSEN MEDIA RESEARCH, LLC", A DELAWARE LIMITED LIABILITY COMPANY,

WITH AND INTO "THE NIELSEN COMPANY (US), LLC" UNDER THE NAME OF "THE NIELSEN COMPANY (US), LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:53 O'CLOCK A.M.

3587365 8100M

081001842

You may verify this certificate online
at corp.delaware.gov/authvar.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886347

DATE: 10-01-08

PATENT
REEL: 022990 FRAME: 0852

STATE OF DELAWARE
CERTIFICATE OF CONVERSION

of

Nielsen Media Research, Inc.

(a Delaware corporation)

to

Nielsen Media Research, 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 Nielsen Media Research, 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 January 2, 1996.
- (4) The name of the Corporation immediately prior to filing this Certificate was Nielsen Media Research, Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the Board of Directors (the "Board") and the sole stockholder of the Corporation by a written consent of the Board 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 Nielsen Media Research, 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.

NIELSEN MEDIA RESEARCH, INC.

By:


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 "NIELSEN MEDIA RESEARCH, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "NIELSEN MEDIA RESEARCH, INC." TO "NIELSEN MEDIA RESEARCH, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:47 O'CLOCK A.M.

2572956 8100V

081001829

You may verify this certificate online
at corp.delaware.gov/authver.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886336

DATE: 10-01-08

RECORDED: 07/20/2009

PATENT
REEL: 022990 FRAME: 0855