

PATENT ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

SECURITY AGREEMENT

CONVEYING PARTY DATA

Name	Execution Date
The Nielsen Company (US), LLC	08/21/2009

RECEIVING PARTY DATA

Name:	Citibank, N.A., as Collateral Agent
Street Address:	390 Greenwich Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10013

PROPERTY NUMBERS Total: 8

Property Type	Number
Application Number:	12493837
Application Number:	12497359
Application Number:	12368818
Application Number:	61224536
Application Number:	12476806
Application Number:	12493484
Application Number:	12493495
Application Number:	12493643

CORRESPONDENCE DATA

Fax Number: (202)408-3141

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 202-408-3121 x2348

Email: jpaterso@cscinfo.com

Correspondent Name: Corporation Service Company

Address Line 1: 1090 Vermont Avenue NW, Suite 430

Address Line 2: Attn: Jean Paterson

500948010

PATENT  
REEL: 023159 FRAME: 0596

CH \$320.00 12493837

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

NAME OF SUBMITTER:

Jean Paterson

Total Attachments: 5

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**INTELLECTUAL PROPERTY SECURITY AGREEMENT  
SUPPLEMENT**

This **INTELLECTUAL PROPERTY SECURITY AGREEMENT SUPPLEMENT** dated as of August 21, 2009, is delivered by the entity listed on Schedule I hereto, all located at 770 Broadway, New York, NY 10003, (the “**Grantor**”) to Citibank, N.A., as Administrative Agent, Collateral Agent and representative of the Lenders (in such capacity, the “**Secured Party**”) pursuant to and in supplement of the Amended and Restated Intellectual Property Security Agreement, dated as of August 9, 2006 and amended and restated as of June 23, 2009 (as amended, restated, supplemented, waived or otherwise modified from time to time, being the “**Intellectual Property Security Agreement**”), among the Grantor, the other grantors named therein, and Secured Party, (together, with all Intellectual Property Supplements entered into since June 23, 2009, being the “**Grants**”). Capitalized terms used herein not otherwise defined herein shall have the meanings ascribed thereto in the Grants.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Intellectual Property Security Agreement, to evidence further the security interest granted by Grantor to Secured Party pursuant to the Intellectual Property Security Agreement, Grantor grants to Secured Party a security interest in all of Grantor’s right, title and interest in and to the Collateral set forth on Schedule II annexed hereto. All such Collateral shall be deemed to be part of the Collateral and shall be hereafter subject to each of the terms and conditions of the Intellectual Property Security Agreement and the Grants.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of Secured Party with respect to the security interest in the Collateral granted hereby are more fully set forth in the Intellectual Property Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

**IN WITNESS WHEREOF**, the Grantor has caused this Intellectual Property Security Agreement Supplement to be duly executed and delivered by its officer thereunto duly authorized as of the date hereof.

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THE NIELSEN COMPANY (US), LLC

By: Harris Black

Name: Harris Black

Title: Vice President & Secretary

**Schedule I**  
**to**  
**Intellectual Property Security Agreement Supplement**  
**dated as of August 21, 2009**

**List of Entities Pledging Intellectual Property**

The Nielsen Company (US), LLC, a Delaware limited liability company

**Schedule II**  
**to**  
**Intellectual Property Security Agreement Supplement**  
**dated as of August 21, 2009**

**United States Patent Applications**

<b>Application #</b>	<b>Status</b>	<b>Filed Date</b>	<b>Owner</b>	<b>Invention Title</b>
12/493,837	Application	29 Jun 2009	The Nielsen Company (US), LLC	Methods and Apparatus to Detect an Internally Generated Signal Mode of a Local Media Playback Device
12/497,359	Application	02 Jul 2009	The Nielsen Company (US), LLC	DIGITAL RIGHTS MANAGEMENT AND AUDIENCE MEASUREMENT SYSTEMS AND METHODS
12/368,818	Application	10 Feb 2009	The Nielsen Company (US), LLC	Methods for getting demographic and geographical definitions of influential consumers for money-saving targeted advertising purposes
61/224,536	Application	10 Jul 2009	The Nielsen Company (US), LLC	Toll Gate
12/476,806	Application	02 Jun 2009	The Nielsen Company (US), LLC	Starter-Refill Choice Modeling with Ghost Respondents
12/493,484	Application	29 Jun 2009	The Nielsen Company (US), LLC	Method and System for Identify and Competing Brands and estimate their magnitude using Competitive Trade Promotion and information about other types of in-store activity.
12/493,495	Application	29 Jun 2009	The Nielsen Company (US), LLC	Method To Automatically Estimate the Extent of Volume Lost Due To Store Switching Trade Promotion Effects Using Panel Point Of Sale Data
12/493,643	Application	29 Jun 2009	The Nielsen Company (US), LLC	Statistical Estimation of Trade Promotion Pantry Loading Using Point Of Sale Data