

10-27-2009

PATENTS ONLY



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document or copy thereof.

10-26-09

<p>1. Name of party or parties conveying an interest:</p> <p>The Nielsen Company (U.S.), Inc. A New York Corporation 770 Broadway New York, New York, 10003</p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: TNC (US) Holdings, Inc. A New York 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 ___ NO <u>X</u></p> <p>A. Patent Application no.(s): 12/100,264 filed on April 9, 2008</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):</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 & 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: 10/22/2009

Sergio D. Filice
Registration No.: 59,727

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

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CERTIFICATE OF AMENDMENT
OF THE CERTIFICATE OF INCORPORATION
OF
THE NIELSEN COMPANY (US), INC.

Under Section 805 of the New York Business Corporation Law

1. The name of the corporation is The Nielsen Company (US), Inc. (the "Corporation"). The name under which the Corporation was formed is Arete Publishing Company, Inc.
2. The Certificate of Incorporation of the Corporation was filed by the Department of State of the State of New York on March 1, 1977.
3. The amendment of the Certificate of Incorporation of the Corporation effected by this Certificate of Amendment is to change the name of the Corporation.
4. To accomplish the foregoing, the Certificate of Incorporation of the Corporation is hereby amended as follows:

Article FIRST of the Certificate of Incorporation relating to the name of the Corporation is hereby amended to read as follows:

"FIRST: The name of the corporation (hereinafter referred to as the "Corporation") shall be TNC (US) Holdings, Inc."

5. The foregoing amendment of the Certificate of Incorporation was authorized and approved by the consent in writing of all of the members of the Board of Directors of the Corporation followed by the consent in writing of all of the shareholders of the Corporation in accordance with the provisions of Section 803(a) of the New York Business Corporation Law.

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REEL: 023429 FRAME: 0730

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be signed on October 1, 2008.



Harris Black
Vice President, Deputy General Counsel

STATE OF NEW YORK
DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the
Department of State, at the City of Albany, on
October 1, 2008.

Paul LaPointe

Paul LaPointe
Special Deputy Secretary of State

Rev. 06/07