

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

|                                                                                                                                                                                                                       |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                                               | NEW ASSIGNMENT                                                    |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                                          | Conversion                                                        |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                                           |                                                                   |
| <b>Name</b>                                                                                                                                                                                                           | <b>Execution Date</b>                                             |
| Nielsen Media Research, Inc., a Delaware Corporation                                                                                                                                                                  | 10/01/2008                                                        |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                                           |                                                                   |
| <b>Name:</b>                                                                                                                                                                                                          | Nielsen Media Research, LLC, a Delaware Limited Liability Company |
| <b>Street Address:</b>                                                                                                                                                                                                | 770 Broadway                                                      |
| <b>City:</b>                                                                                                                                                                                                          | New York                                                          |
| <b>State/Country:</b>                                                                                                                                                                                                 | NEW YORK                                                          |
| <b>Postal Code:</b>                                                                                                                                                                                                   | 10003                                                             |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                                                                                                                      |                                                                   |
| <b>Property Type</b>                                                                                                                                                                                                  | <b>Number</b>                                                     |
| <b>Application Number:</b>                                                                                                                                                                                            | 12611757                                                          |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                                            |                                                                   |
| <b>Fax Number:</b>                                                                                                                                                                                                    | (312)580-9696                                                     |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>                                                                                                                                  |                                                                   |
| <b>Phone:</b>                                                                                                                                                                                                         | 312-580-1020                                                      |
| <b>Email:</b>                                                                                                                                                                                                         | sfilice@hfzlaw.com                                                |
| <b>Correspondent Name:</b>                                                                                                                                                                                            | Sergio D. Filice                                                  |
| <b>Address Line 1:</b>                                                                                                                                                                                                | 150 S. Wacker Drive                                               |
| <b>Address Line 2:</b>                                                                                                                                                                                                | Suite 2100                                                        |
| <b>Address Line 4:</b>                                                                                                                                                                                                | Chicago, ILLINOIS 60606                                           |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                                                                                                        | 20004/445                                                         |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                                             | Sergio D. Filice                                                  |
| <b>Total Attachments: 3</b><br>source=445_Cert_of_Conversion_NMR_Inc_to_NMR_LLC#page1.tif<br>source=445_Cert_of_Conversion_NMR_Inc_to_NMR_LLC#page2.tif<br>source=445_Cert_of_Conversion_NMR_Inc_to_NMR_LLC#page3.tif |                                                                   |

OP \$40.00 12611757

**501090501**

**PATENT**  
**REEL: 023923 FRAME: 0632**

**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 1<sup>st</sup> 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.

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081001829

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886336

DATE: 10-01-08

RECORDED: 02/11/2010

PATENT  
REEL: 023923 FRAME: 0635