

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT				
NATURE OF CONVEYANCE:	MERGER				
EFFECTIVE DATE:	01/01/2010				
CONVEYING PARTY DATA					
<table border="1"><tr><th>Name</th><th>Execution Date</th></tr><tr><td>BuzzMetrics, Inc., a Delaware Corporation</td><td>12/18/2009</td></tr></table>		Name	Execution Date	BuzzMetrics, Inc., a Delaware Corporation	12/18/2009
Name	Execution Date				
BuzzMetrics, Inc., a Delaware Corporation	12/18/2009				
RECEIVING PARTY DATA					
Name:	BM Holdings, LLC, a Delaware Limited Liability Company				
Street Address:	770 Broadway				
City:	New York				
State/Country:	NEW YORK				
Postal Code:	10003				
PROPERTY NUMBERS Total: 1					
<table border="1"><tr><th>Property Type</th><th>Number</th></tr><tr><td>Application Number:</td><td>11897984</td></tr></table>		Property Type	Number	Application Number:	11897984
Property Type	Number				
Application Number:	11897984				
CORRESPONDENCE DATA					
Fax Number:	(312)580-9696				
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>					
Phone:	312-580-1020				
Email:	sfilice@hfzlaw.com				
Correspondent Name:	Sergio D. Filice				
Address Line 1:	150 S. Wacker Drive				
Address Line 2:	Suite 2100				
Address Line 4:	Chicago, ILLINOIS 60606				
ATTORNEY DOCKET NUMBER:	20184/BUZZ7				
NAME OF SUBMITTER:	Sergio D. Filice				
Total Attachments: 3					
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PATENT
REEL: 023969 FRAME: 0771

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, 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:

"BUZZMETRICS, INC.", A DELAWARE CORPORATION,
WITH AND INTO "BM HOLDINGS, LLC" UNDER THE NAME OF "BM HOLDINGS, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE EIGHTEENTH DAY OF DECEMBER, A.D. 2009, AT 5:57 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE FIRST DAY OF JANUARY, A.D. 2010.

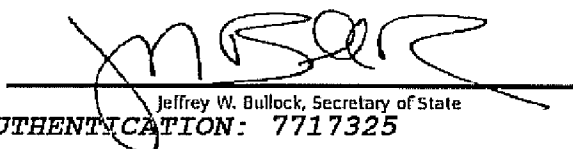
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7717325

DATE: 12-22-09

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REEL: 023969 FRAME: 0773

CERTIFICATE OF MERGER

BUZZMETRICS, INC.

WITH AND INTO

BM HOLDINGS, LLC

1. BuzzMetrics, Inc., a Delaware corporation, shall merge with and into BM Holdings, LLC, a Delaware limited liability company, pursuant to Section 264(c) of the Delaware General Corporation Law and 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>
BuzzMetrics, Inc.	Delaware
BM Holdings, LLC	Delaware

3. An Agreement of Merger has been approved, adopted, certified, executed and acknowledged by the surviving limited liability company and the merging corporation.

4. The name of the surviving limited liability company shall be BM Holdings, LLC.

5. The merger shall become effective on January 1, 2010.

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 the limited liability company or any stockholder of the merging corporation.

[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 December 16, 2009.

BM HOLDINGS, LLC

By: Harris A. Black
Harris A. Black
Authorized Person

[Signature Page to BuzzMetrics – BM Holdings Merger Certificate]