

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	10/01/2008

CONVEYING PARTY DATA

Name	Execution Date
Nielsen Media Research, LLC	10/01/2008

RECEIVING PARTY DATA

Name:	The Nielsen Company (US), LLC
Street Address:	150 North Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60173

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12757755

CORRESPONDENCE DATA

Fax Number: (312)580-9696
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-580-1020
 Email: fhernandez@hfzlaw.com
 Correspondent Name: Hanley, Flight and Zimmerman, LLC
 Address Line 1: 150 S. Wacker Dr.
 Address Line 2: Suite 2100
 Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	20004/295US05
NAME OF SUBMITTER:	Felipe Hernandez

Total Attachments: 3
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OP \$40.00 12757755

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**PATENT
 REEL: 024509 FRAME: 0637**

State of Delaware
Secretary of State
Division of Corporations
Delivered 08:41 AM 10/01/2008
FILED 08:53 AM 10/01/2008
SRV 081001842 - 3587365 FILE

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

PATENT

REEL: 024509 FRAME: 0640

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
RECORDED: 06/09/2010

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886347

DATE: 10-01-08 PATENT

REEL: 024509 FRAME: 0641