

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, a Delaware Corporation	10/01/2008

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12823374

CORRESPONDENCE DATA

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 Correspondent Name: Hanley, Flight & Zimmerman, LLC
 Address Line 1: 150 S. Wacker Drive
 Address Line 2: Ste. 2100
 Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	20004/15US-C
NAME OF SUBMITTER:	Joseph T. Jasper

Total Attachments: 4
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**PATENT
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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

Delaware

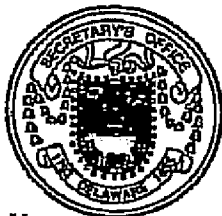
PAGE 1

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

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

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886347

DATE: 10-01-08

PATENT
REEL: 025006 FRAME: 0738

PATENTS ONLY

To the Honorable Commissioner of
 Patents and Trademarks:
 Please record the attached original
 document or copy thereof.

<p>1. Name of party or parties conveying an interest:</p> <p>Nielsen Media Research, LLC (formerly known as Nielsen Media Research, Inc.) A Delaware Corporation 770 Broadway New York, New York 10003</p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: The Nielsen Company (US), LLC a Delaware Limited Liability Company 150 North Martingale Road Schaumburg, IL 60173</p>
<p>3. Description of the interest conveyed:</p> <p><input type="checkbox"/> Assignment <input checked="" type="checkbox"/> Merger <input 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 <input type="checkbox"/> NO <input checked="" type="checkbox"/></p> <p>A. Patent Application no.(s): 12/823,374 filed on June 25, 2010</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>Customer No. 81905 Name: Joseph T. Jasper Registration No.: 50,833 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 electronically deposited via electronic funds: \$40.00</p> <p>8. <i>Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455</i></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 electronically deposited with the United States Patent and Trademark Office on this date:

Date: September 17, 2010

/Joseph T. Jasper/
 Joseph T. Jasper
 Registration No.: 50,833