

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
CONVEYING PARTY DATA	
Name	Execution Date
Mediamark Research, Inc.	10/05/2007
RECEIVING PARTY DATA	
Name:	Mediamark Research and Intelligence, LLC
Street Address:	75 Ninth Avenue, 5th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10011
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	12772830
Application Number:	11875664
Patent Number:	7740179
CORRESPONDENCE DATA	
Fax Number:	(609)683-6211
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(609) 683-6124
Email:	brian.dinicola@gfk.com
Correspondent Name:	Brian K. Dinicola
Address Line 1:	75 Ninth Avenue, 5th Floor
Address Line 4:	New York, NEW YORK 10011
ATTORNEY DOCKET NUMBER:	17469-010CT1
NAME OF SUBMITTER:	Brian K. Dinicola
Total Attachments: 2 source=Certificate of Conversion to LLC#page1.tif source=Certificate of Conversion to LLC#page2.tif	

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PATENT
REEL: 025238 FRAME: 0260

Delaware

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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 "MEDIAMARK RESEARCH INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "MEDIAMARK RESEARCH INC." TO "MEDIAMARK RESEARCH & INTELLIGENCE, LLC", FILED IN THIS OFFICE ON THE FIFTH DAY OF OCTOBER, A.D. 2007, AT 11:21 O'CLOCK A.M.

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

2273915 8100V

071088504



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6053452

DATE: 10-05-07

PATENT

REEL: 025238 FRAME: 0261

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is September 18, 1991.
- 4.) The name of the Corporation immediately prior to filing this Certificate is
Mediamark Research Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of
Formation is Mediamark Research & Intelligence, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
5 day of October, A.D. 2007

By: Steve Goodreds
Authorized Person

Name: Steve Goodreds
Print or Type