

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
TELEPHIA, INC., A DELAWARE CORPORATION	10/24/2007
RECEIVING PARTY DATA	
Name:	Nielsen Mobile, Inc.
Street Address:	770 Broadway
Internal Address:	A Delaware Corporation
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11809464
CORRESPONDENCE DATA	
Fax Number:	3125809696
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-580-1020
Email:	pwilliams@hfzlaw.com
Correspondent Name:	Hanley, Flight & Zimmerman, LLC
Address Line 1:	150 S Wacker Drive, Suite 2100
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	20185/TELE-P018
NAME OF SUBMITTER:	Peter Cesarz
Signature:	/Peter J. Cesarz/
Date:	04/22/2013
Total Attachments: 2 source=Change of Name#page1.tif source=Change of Name#page2.tif	

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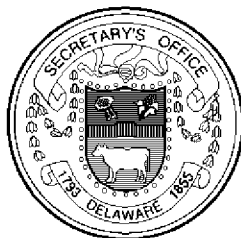
The First State

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 AMENDMENT OF "TELEPHIA, INC.", CHANGING ITS NAME FROM "TELEPHIA, INC." TO "NIELSEN MOBILE, INC.", FILED IN THIS OFFICE ON THE TWENTY-FOURTH DAY OF OCTOBER, A.D. 2007, AT 11:39 O'CLOCK A.M.

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

2906911 8100

071148253



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6103367

DATE: 10-25-07

PATENT
REEL: 030271 FRAME: 0424

**STATE OF DELAWARE
CERTIFICATE OF AMENDMENT
OF CERTIFICATE OF INCORPORATION**

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

FIRST: That at a meeting of the Board of Directors of
Telephia, Inc.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

RESOLVED, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "FIRST" so that, as amended, said Article shall be and read as follows:

FIRST: The name of the Corporation is: Nielsen Mobile, Inc.

SECOND: That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said corporation has caused this certificate to be signed this 24th day of October, 2007.

By: /s/ James A. Ross

Authorized Officer

Title: Vice President

Name: James A. Ross

Print or Type