

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion
CONVEYING PARTY DATA	
Name	Execution Date
Nielsen Mobile, Inc.	10/01/2008
RECEIVING PARTY DATA	
Name:	Nielsen Mobile, LLC
Street Address:	770 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11445069
CORRESPONDENCE DATA	
Fax Number:	3125809696
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	3125801020
Email:	jalston@hfzlaw.com
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:	20185/TELEP001
NAME OF SUBMITTER:	Sergio D. Filice
Signature:	/Sergio D. Filice/
Date:	06/10/2013
Total Attachments: 6	

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Delaware

PAGE 1

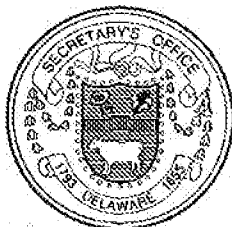
The First State

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 "NIELSEN MOBILE, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "NIELSEN MOBILE, INC." TO "NIELSEN MOBILE, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 12:49 O'CLOCK P.M.

2906911 8100V

081002285

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



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889375

DATE: 10-02-08

PATENT
REEL: 030586 FRAME: 0565

STATE OF DELAWARE
CERTIFICATE OF CONVERSION

of

Nielsen Mobile, Inc.
(a Delaware corporation)

to

Nielsen Mobile, LLC
(a Delaware limited liability company)

This Certificate of Conversion to Limited Liability Company is being duly executed and filed by an authorized person, to convert Nielsen Mobile, Inc., a Delaware corporation (the "Corporation"), to a Delaware limited liability company, under Section 18-214 of the Delaware Limited Liability Company Act (the "Act").

- (1) The jurisdiction where the Corporation was first formed is Delaware.
- (2) The jurisdiction of the Corporation immediately prior to filing this Certificate is Delaware.
- (3) The date the Corporation was first incorporated in Delaware is June 10, 1998.
- (4) The name of the Corporation immediately prior to filing this Certificate was Nielsen Mobile, Inc. The Corporation was incorporated in Delaware under the name Wireless Marketing Services Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the board of directors of the Corporation by a written consent in accordance with the provisions of Section 141(f) of the DGCL and the sole stockholder of the Corporation by a written consent of the sole stockholder of the Corporation in accordance with Section 228 of the DGCL, adopted resolutions approving the conversion of the Corporation into a Delaware limited liability company.
- (6) The name of the Limited Liability Company as set forth in the Certificate of Formation is Nielsen Mobile, LLC.
- (7) The conversion shall be effective upon the acceptance of the filing of this Certificate of Conversion by the Secretary of State of the State of Delaware.

[the next page is the signature page]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion
on this 1st day of October, 2008.

NIELSEN MOBILE, INC.

By: Harris Black

Name: Harris Black

Authorized Person

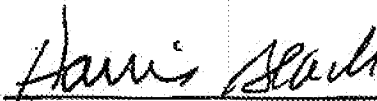
State of Delaware
Secretary of State
Division of Corporations
Delivered 12:07 PM 10/01/2008
FILED 12:49 PM 10/01/2008
SRV 081002285 - 2906911 FILE

CERTIFICATE OF FORMATION
OF
NIELSEN MOBILE, LLC

1. The name of the Limited Liability Company is Nielsen Mobile, LLC (the "Company").
2. The address of the registered office of the Company in the State of Delaware is National Corporate Research, Ltd., 615 S DuPont Highway, City of Dover, County of Kent. The name of its registered agent at such address is National Corporate Research, Ltd.
3. This Certificate of Formation shall be effective upon filing with the Secretary of State of the State of Delaware.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of
Nielsen Mobile, LLC this 1st day of October, 2008.

A handwritten signature in cursive script, appearing to read "Harris Black", is written over a horizontal line.

Harris Black
Authorized Person

Delaware

PAGE 2

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 CERTIFICATE OF FORMATION OF "NIELSEN MOBILE, LLC" FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 12:49 O'CLOCK P.M.

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Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889375

DATE: 10-02-08

RECORDED: 06/10/2013

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