

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2590550

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	MERGER										
EFFECTIVE DATE:	10/01/2008										
CONVEYING PARTY DATA											
<table border="1"> <tr> <th>Name</th> <th>Execution Date</th> </tr> <tr> <td>NIELSEN MEDIA RESEARCH, LLC. (FORMERLY KNOWN AS NIELSEN MEDIA RESEARCH, INC.)</td> <td>10/01/2008</td> </tr> </table>		Name	Execution Date	NIELSEN MEDIA RESEARCH, LLC. (FORMERLY KNOWN AS NIELSEN MEDIA RESEARCH, INC.)	10/01/2008						
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NIELSEN MEDIA RESEARCH, LLC. (FORMERLY KNOWN AS NIELSEN MEDIA RESEARCH, INC.)	10/01/2008										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>THE NIELSEN COMPANY (US), LLC</td> </tr> <tr> <td>Street Address:</td> <td>150 NORTH MARTINGALE ROAD</td> </tr> <tr> <td>City:</td> <td>SCHAUMBURG</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60173</td> </tr> </table>		Name:	THE NIELSEN COMPANY (US), LLC	Street Address:	150 NORTH MARTINGALE ROAD	City:	SCHAUMBURG	State/Country:	ILLINOIS	Postal Code:	60173
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Postal Code:	60173										
PROPERTY NUMBERS Total: 1											
<table border="1"> <tr> <th>Property Type</th> <th>Number</th> </tr> <tr> <td>Application Number:</td> <td>13762025</td> </tr> </table>		Property Type	Number	Application Number:	13762025						
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Application Number:	13762025										
CORRESPONDENCE DATA											
<p>Fax Number: (312)580-9696</p> <p>Phone: 312-580-1020</p> <p>Email: WJACKLIN@HFZLAW.COM</p> <p><i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i></p> <p>Correspondent Name: HANLEY, FLIGHT & ZIMMERMAN, LLC</p> <p>Address Line 1: 150 S. WACKER DRIVE</p> <p>Address Line 2: SUITE 2100</p> <p>Address Line 4: CHICAGO, ILLINOIS 60606</p>											
ATTORNEY DOCKET NUMBER:	20004/277US04										
NAME OF SUBMITTER:	WILLIAM E. JACKLIN										
Signature:	/William E. Jacklin/										

OP \$40.00 13762025

Date:

10/24/2013

Total Attachments: 6

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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 9:53 O'CLOCK A.M.

3587365 8100M

081001842

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: 031494 FRAME: 0613

State of Delaware
Secretary of State
Division of Corporations
Delivered 08:41 AM 10/01/2008
FILED 08:47 AM 10/01/2008
SRV 081001829 - 2572956 FILE

STATE OF DELAWARE
CERTIFICATE OF CONVERSION

of

Nielsen Media Research, Inc.

(a Delaware corporation)

to

Nielsen Media Research, 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 Media Research, 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 January 2, 1996.
- (4) The name of the Corporation immediately prior to filing this Certificate was Nielsen Media Research, Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the Board of Directors (the "Board") and the sole stockholder of the Corporation by a written consent of the Board in accordance with the provisions of Section 141(f) of the DGCL and written consent of the sole stockholder of the Corporation in accordance with Section 228 of the DGCL, adopted a resolution 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 Media Research, 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 MEDIA RESEARCH, INC.

By: *Harris Black*
Harris Black
Authorized Person

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 MEDIA RESEARCH, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "NIELSEN MEDIA RESEARCH, INC." TO "NIELSEN MEDIA RESEARCH, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:47 O'CLOCK A.M.

2572956 8100V

081001829

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



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State
AUTHENTICATION: 6886336

DATE: 10-01-08

RECORDED: 10/24/2013

PATENT
REEL: 031494 FRAME: 0616