

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2870858

| | | |
|---|-------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | MERGER | |
| EFFECTIVE DATE: | 10/01/2008 | |
| CONVEYING PARTY DATA | | |
| | Name | Execution Date |
| | NIELSEN MEDIA RESEARCH, LLC | 10/01/2008 |
| RECEIVING PARTY DATA | | |
| Name: | THE NIELSEN COMPANY (US) LLC | |
| Street Address: | 150 NORTH MARTINGALE ROAD | |
| City: | SCHAUMBURG | |
| State/Country: | ILLINOIS | |
| Postal Code: | 60173 | |
| PROPERTY NUMBERS Total: 1 | | |
| | Property Type | Number |
| | Application Number: | 13675997 |
| CORRESPONDENCE DATA | | |
| Fax Number: | (703)997-4905 | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | |
| Phone: | 703-917-0000 | |
| Email: | sjerome@mh2law.com | |
| Correspondent Name: | MH2 TECHNOLOGY LAW GROUP LLP | |
| Address Line 1: | 1951 KIDWELL DRIVE | |
| Address Line 2: | SUITE 550 | |
| Address Line 4: | TYSONS CORNER, VIRGINIA 22182 | |
| ATTORNEY DOCKET NUMBER: | 0144.0004-14 | |
| NAME OF SUBMITTER: | WILLIAM J. BROGAN | |
| SIGNATURE: | /William J. Brogan/ | |
| DATE SIGNED: | 05/27/2014 | |
| Total Attachments: 3 | | |
| source=8-Merger-NielsenMediaResearchLLC_to_TheNielsenCompanyUSLLC#page1.tif | | |
| source=8-Merger-NielsenMediaResearchLLC_to_TheNielsenCompanyUSLLC#page2.tif | | |
| source=8-Merger-NielsenMediaResearchLLC_to_TheNielsenCompanyUSLLC#page3.tif | | |

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
Authorized Person

Delaware

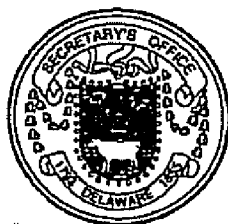
PAGE 1

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.



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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

RECORDED: 05/27/2014

PATENT
REEL: 032964 FRAME: 0242