

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3204108

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:	14606725		
CORRESPONDENCE DATA			
Fax Number:			
<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:	3125801020		
Email:	mreichstadt@hfzlaw.com		
Correspondent Name:	HANLEY, FLIGHT & ZIMMERMAN, LLC		
Address Line 1:	150 SOUTH WACKER DRIVE		
Address Line 2:	SUITE 2200		
Address Line 4:	CHICAGO, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	20004/406US02		
NAME OF SUBMITTER:	DANIEL J. GLITTO		
SIGNATURE:	/Daniel J. Glitto/		
DATE SIGNED:	01/29/2015		
Total Attachments: 3			
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source=406US02-Merger#page3.tif			

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.

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: 034845 FRAME: 0400

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