

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3441274

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:	770 BROADWAY	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10003	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	14740519
CORRESPONDENCE DATA		
Fax Number:	(312)580-9696	
<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:	fmartinez@hfzlaw.com	
Correspondent Name:	HANLEY, FLIGHT AND ZIMMERMAN, LLC	
Address Line 1:	150 S. WACKER DRIVE	
Address Line 2:	SUITE 2200	
Address Line 4:	CHICAGO, ILLINOIS 60606	
ATTORNEY DOCKET NUMBER:	20004/91US05	
NAME OF SUBMITTER:	CHRISTOPHER N, GEORGE	
SIGNATURE:	/Christopher N. George/	
DATE SIGNED:	07/16/2015	
Total Attachments: 3		
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source=91US05 Merger#page3.tif		

State of Delaware
Secretary of State
Division of Corporations
Delivered 08:41 AM 10/01/2008
FILED 08:53 AM 10/01/2008
SRV 081001842 - 3587365 FILE

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.

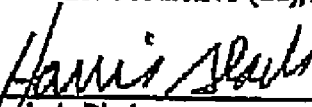
6. The Agreement of Merger is on file at the place of business of the surviving limited liability company, the address of which is 770 Broadway, New York, NY 10003.

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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RECORDED 07/16/2015
You may view this document at corp.delaware.gov/authenticat

Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State
AUTHENTICATION: 6886347

DATE: 10-01-08 PATENT
REEL: 036108 FRAME: 0447